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THE Publishers' Weekly

The American BOOK TRADE JOURNAL

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VOL. XCVII.

NEW YORK, APRIL 24, 1920

No. 17

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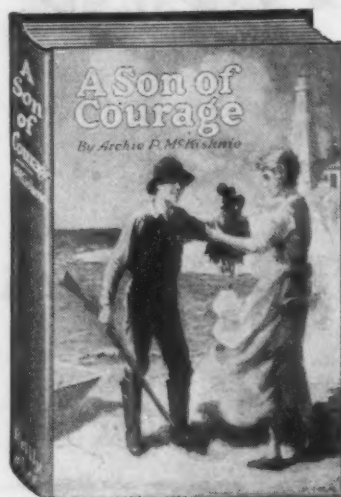
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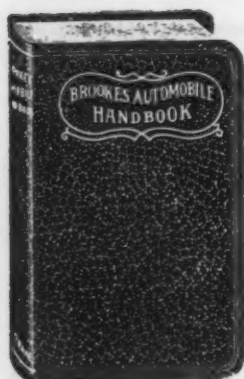
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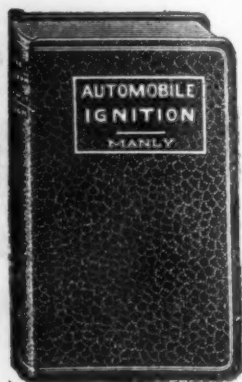
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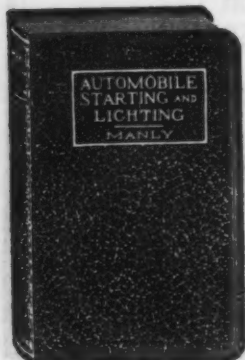
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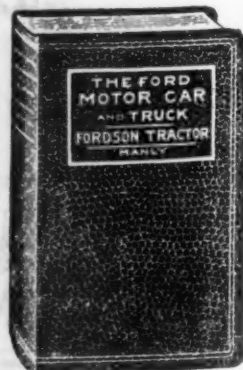
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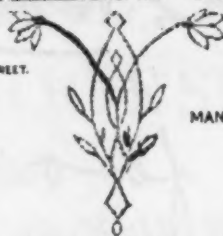
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George W. Jacobs & Co., Publishers
1628 Chestnut St., Philadelphia

April 3, 1920

Dear Sirs:—

I took up the copy of "Patchwork" which you sent me with some hesitation as we have been surfeited with Pennsylvania Dutch stories by writers who do not know the country or its people, so it was with a distinct feeling of relief that I found this book of an entirely different character.

I asked Mrs. Harvey to read the book, which she did, and then asked me how many hundred I was going to buy. I next lent the book to some friends for their opinion and they were enthusiastic in their praises.

I feel that it is a book that we can put across, especially in Harrisburg and in the surrounding section, for the very reason that it does not do what the other Pennsylvania Dutch stories have nearly all done, viz: ridicule the manner of speech and method of living of the Pennsylvania Dutch.

Please send us one hundred copies and any advertising matter that you may have for furthering the sale of this book, and be assured that we are back of it with our whole organization, and are going to make it the biggest book of the year.

We are going to use a patch-work quilt as a basis for window display and believe we will have a big sale.

I might say further that this is the only book that we have ordered more than twenty-five of this season.

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Yours very truly,

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A Novel by Earl Wayland Bowman

The Publishers' Weekly

FOUNDED BY F. LEYPOLDT

April 24, 1920

"I hold every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto."—BACON.

The United Bookstore Chain

FOR some months, there have been reports of efforts being made to organize a company that should start chain stores for the selling of books, stationery and miscellaneous merchandise thruout the country; and fuller information on this project has now come out to the book-trade in the form of a circular letter, asking for subscriptions for a promotion syndicate, and a pamphlet describing more fully the proposed plans. The United Book Stores Company, as planned, is to be a corporation with \$50,000,000 capital, with subsidiary corporations, one organized under the laws of New York, and one each in Louisiana, Illinois, California and Canada. The full plans for this are given on another page. The financing is to be done from Wall Street, and the publicity matter states that overtures have been made to already existing bookstores that should serve as a nucleus for the larger development.

The prospectus argues that there is to-day a recognized weakness in the organization of the American book-trade and offers the chain store as their solution of the problem of wider book distribution. This prospectus is apparently somewhat based on an investigation into the subject of distribution that was made two or three years ago for a similar purpose, and which was brought to the attention of many of the New York publishers, a plan which was afterwards dropped when its promoters became interested in other fields. The first definite move of the Company as far as the book-trade is concerned, is the request for subscriptions to a Syndicate, which shall handle the final organization of the larger organization. These subscriptions are to be in multiples of \$50, and for each \$50 subscribed there will be issued, when the larger project is ready, \$100 worth of 8 per cent cumulative stock. The circular is signed by the Committee on Organization of the United Book Stores Company of America, at

303 Fifth Avenue, New York, the Executive Secretary of which is Mr. William R. Thurston.

The book-trade will be interested to know that there are organizers who see possibilities of good profits in the retailing of books as has already been found in other lines of merchandise, such as drugs, cigars, groceries or five and ten cent merchandise. At the same time, this first approach for subscriptions is hardly one that would increase the confidence in this particular effort. A request for \$50 subscriptions as the initial start on a \$50,000,000 corporation is unusual, especially as the promotion work has already been six months or more under way. This would seem to indicate that the plans were far from being effectively worked out. The trade will be interested to see whether the next move shows adequate financial backing, and whether it will show that there has been obtained a control or option on a sufficient number of retail bookstores to form the "nucleus" for this project. Inquiries so far made from this office have not given the names of any stores now enlisted in the movement.

Dealer Helps

THERE has been considerable re-examination lately in various trade organs and business circles of the subject of trade helps and their efficiency, examination into all the various methods used to stimulate the sale of goods after the goods are in the dealer's possession. There is no doubt that in lines that are competitive the manufacturer is best off who most intelligently meets the problem of supplying selling assistance after the goods are distributed. In most fields this means window display material, permanent signs, small circulars and local advertising. There is an oft recurring report that much of this material is wasted when it reaches the retailer, and as all such material has increased in production cost, there is ample reason for the re-examination of conditions.

In reaching the public promptly, there is no asset that a bookseller considers so valuable as a window display, and retailers in all fields are very careful that this space is used to its best advantage. This means that display material and signs must be of the best character, in order to dignify and improve the window. A cheap display or poorly printed posters are worse than none, and in the book field, books speak better for themselves, unaided, than ac-

accompanied by display material not of the best sort.

In display material for counters or walls, the retailer gives most attention to that material that best plays the retailer's game. He does not want to use his room specifically to build up the publisher's name or imprint, but wants his displays to seem individual and personal to his store. The waste in the circulars and in material for mailing is now less, as dealers are developing mailing lists, but waste will always be heavy when circulars are sent regardless of the amount of stock which that particular dealer is carrying. No retailer can be expected to circularize on books that he does not intend to push or attempt to secure orders for. The book in which the bookseller is definitely interested is the title on which the publisher should supply all the help possible, and there will then be no unused printed matter.

Still another form of dealer help is thru trade communications of the publishing houses which endeavor to give suggestions as to how business can be built up rather than mere descriptions of the titles and solicitations of orders. Many successful ventures in this field have been made from time to time. Appleton, for instance, has always been explicit in its help on the books on practical subjects which it publishes, in supplying practical selling suggestions and model letters; and Houghton Mifflin's little trade organ *The Piper* always contains very valuable and pertinent suggestions. The house organ of The Vir Publishing Company is one of the most unusual publications in this field, and reflects the energy and selling spirit of Mr. Cross, its editor. The Ronald Press in its bulletin called *Ronald Prestige* has always struck the constructive note, and no house circulars for some time have carried more practical suggestions and constructive information than this monthly bulletin. Preparation of material such as is found in these bulletins takes much time, but probably nothing that the dealer receives is more helpful.

Bookstore Wages

VERY often, letters come to the office of the PUBLISHERS' WEEKLY written by clerks in retail stores who are feeling bitterly about the wage conditions in this business. Oftentimes these are anonymous, or sent without address, so that they cannot be acknowledged, and often there seems to be

the feeling among the writers that a trade paper does not wish to bother itself about such a problem as wage conditions in retail stores. To those who may feel that way, the PUBLISHERS' WEEKLY would like to emphasize that it is decidedly interested in *all* the problems that touch upon book distribution, and books cannot be successfully distributed if there is no incentive for the retail salesman to do good work.

There needs to be a careful gathering of material about the wages of retail book salesmen, so that some judgment can be made on whether competent people can be tempted to come into this business. The wage conditions in the teaching profession, and in the library profession are now matters of public debate, and if the retail book clerk is underpaid for the work demanded, his problem is an important problem of the trade, and should be seriously considered. There are two evils that crop out in retail employment that have been shown in recent investigations. The first is that retail salesmen too often receive increases only after persistent and energetic demands, which have met initial refusals, based not on no explanation of conditions or figures as to sales, simply an indefinite refusal which leaves the salesman feeling that others who are better beggars may have fared more favorably. A wage based only on persistence of demand is not on a good basis.

The other point is that managers occasionally tell salesmen that there are certain satisfactions in working in large bookstores that offset a low wage. This is putting a stigma on bookselling that is undeserved. If the bookstore cannot pay a living wage entirely apart from any spiritual uplift that comes from handling the book, it is time that some other way was found to distribute books. There are in any retail business, limits to the sales expense that can be incurred on a definite amount of business done, but there are also chances to improve the individual's total sales; and as sales increase there should be definite recognition of the work done.

Join the SPECIAL CAR party for the Booksellers' Convention, New York to Philadelphia. Train leaving on the afternoon of May 10th. Remember the special car feature to Chicago, to Boston, and now to Philadelphia. Rush your reservation by phone! mail!! telegraph!!! to Hon. David J. O'Connell, with Funk & Wagnalls Co., New York.

A CRITICAL TIME FOR FRENCH PUBLISHING

The Pressure of Increasing Costs in Book Making Causing Keen Anxiety

That America is not alone in its anxiety as to the book production situation is shown by the frequently recurring reports from other countries. England has seen costs mount steadily, paper become scarce and increasing selling prices threaten publishing enterprise. On the continent, pressure to obtain materials is naturally even more trying, especially for France who has so much to give the world and to whom the world is so ready now to listen.

A striking analysis of her difficulties is given in the March issue of *Revue des Deux Mondes* by Georges Lecomte and an account of what plans French publishers are making or preparing to make to meet this emergency. France has been keenly conscious, says M. Lecomte, of the dominance that Leipsic obtained in the world's book market and has been anxious to take her full place in this immensely important field. With victory accomplished and the whole world glad to pay attention to her message, she finds herself unable to manufacture at prices that can hold the market even as close at hand as the important border areas of Alsace, Belgium and Holland, this in spite of the fact that French publishers have never been more alert and aggressive and better provided with material to offer.

Before the war the average book was marked at 70c. (3f. 50) and was sold by the retailer to his customer at a discount that brought it to 55c. (2f. 75). Gradually this price had become net 70c. to meet increased retailing costs. With the coming of the war the demand for books increased, (it was the golden time for cleaning up old stocks), then the price of paper began to go up (from 3¼c. and 5c. a pound, to 18 and to 25c. a pound); and wages had doubled by 1919. The publishers declared that a retail price of 91c. (4f. 55) was necessary, and the public acceded with some grumbling. Then the authors asked for more, costs of every kind mounted again, and certain publishers decided that from then on the books of their imprints must sell at \$1.40 (7f.).

This time there was an uproar from the public, and book purchasing was radically curtailed on all sides. A month later, August last, this price had to be abandoned in favor of a minimum price 98c. (4f. 90) and now the price of former 70c. books varies between 98c. and \$1.18 (5f. 90).

The French import duty on paper is particularly galling to the book publishers. The tariff of 1894, enacted to protect the paper manufacturers, and now increased by war tariffs, has reached a total of 15 per cent on regular book papers, and more on coated papers. At the same time French books manufactured abroad such as those made in vast quantities by Nelson in England come into the country duty free, books which are

produced under much easier all-round conditions than face the French publishers.

The printers, who had always constituted one of the best paid classes of craftsmen in France, found themselves passed, under war conditions, by metal workers and, themselves, registered demands for increase after increase to meet their living costs, and these advances carried upward the wage scale in all the other groups of printing shop workers. In 1914 the wage for compositors was \$1.80 (9f.) for a ten hour day, by 1919 it reached \$4.00 (20f.) for an eight hour day. The linotypers got \$2.10 (10f. 50) in 1914, and women \$1.60 (8f.), and now both get \$4.40 (22f.). Other workers have seen similar increases. Men workers in binderies received in 1914 \$1.50 (7f. 50) for a 10 hour day and now receive \$4.60 (23f.) for 8 hours. Women workers in the bindery formerly received 90c. (4f. 50) for a 10 hour day and now receive \$2.08 (10f. 40) for eight hours.

Wage increases in the shops of the photo-engravers have shown equal jumps, and the effect has been even greater because the materials for plate making have risen to 3, 4 and 5 times and even up to 10 times the old prices. Workers on line plates used to receive \$2.20 (11f.) for a nine hour day and now \$4.00 (20f.) for an eight hour day, half-tone workers about 80c. more. In this field a strike for more was pending at the time M. Lecomte wrote.

The cost increases on press work now show up at a little over 100 per cent over the figures for 1914 including labor and the overhead on the machinery. Before the war a 320 page volume, which it was planned to retail at 70c. (3f. 50), cost for composition \$122.40 (612f.), to-day it would cost \$457.50 (2,287f. 50). To this must be added author corrections which have increased in proportion. The printing of these volumes for an edition of 2000 has increased from \$35.00 (175f.) to \$168.98 (844f. 90), or for an edition of 5000 copies from \$64.00 (320f.) to \$250.88 (1,254f. 40). Covers cost now about 2c. (of. 10) each, where they used to cost about ½c. each. The binding of the average novel now costs 4c. each (of. 20) in thousand lots tho the cost formerly stood at 1½c. each. Line plates have gone from 3c. per square inch to 8¼c. per square inch, and half-tones from 11c. to about 24c. per square inch.

In proportion to the author's reputation and selling power, he receives a royalty of from 10c. to 20c. per volume or from 10 to 30 per cent, the top figures mentioned being very unusual. On top of these costs must be allowed the retailer's margin which is figured at not less than 33 per cent.

To make a book pay even at a retail price of \$1.18 (5f. 90), in the face of all these increases, a publisher can take few risks and carry over little stock. In the old days a far-seeing

publisher could experiment with new writers, protected by his assured income from established authors, but now there is not sufficient margin of profit from the standards and of necessity fewer ventures can be made. This means a sacrifice of the young writers, doubtful manuscripts must be passed by, and not only the young but also those who do not make a wide appeal tho they might do much honor to French thought. French publishers may be tempted to print their books abroad in order to avoid the duties on paper and other difficulties, if remedies are not found, but it is to be hoped that this may not be tried.

"What is the result of this state of things which is constantly aggravated by all the causes of which we have just spoken?" says M. Lecomte. "We will confine ourselves to one particularly disquieting phase; the difficulty—almost impossibility—of publishing the works of new writers, the mortgaging of the future of our literature, the nipping in the bud of brave young talent. How will the choice literary spirits become glorious if they are reduced to silence when they are no longer listened to?"

"Before the war one copy of an ordinary volume of 320 pages in an edition of 1500 had a net manufacturing cost of 16 to 18 cents (f. 80 to f. 90) without counting the royalty or any allowance for general expenses; to-day for the same size edition the total manufacturing cost is (2f. 75 to 3f.), 55 to 60 cents per volume. Risks in favor of young writers become so much the more praiseworthy, and necessarily less frequent. How alarming this is to all who love literature and think of the influence that our country can exert thru it.

"We find the same difficulties and similar dangers in the reprinting of old works. I am speaking of such poems, novels, histories, philosophical and critical work, as form a part of our literary heritage. It is greatly to our interest to have them widely read. They have their part in making France respected and loved. They help readers to know our modern literature. They are indispensable to the forming of the taste and judgment of new generations. They are also witnesses of the mind and heart of the men who preceded us. But, interesting as they are, these books which have not the attraction of publications of the moment, sell usually in very small numbers from year to year. Before the war it was the custom of publishers, in order not to tie up for too long a time capital which they needed in their current publications, to reprint only 500 copies at a time, and to make a new edition of that amount whenever they needed it. Nowadays the price of reprinting is so great that publishers, in order to cover their expenses, cannot afford to reprint less than 2000 copies. And since with most volumes this size edition would last about twenty years, such a long tying up of capital becomes impossible.

"Farewell then to reprints! And just think in how many bookstores already an inquiry for many a book of the first rank meets the

laconic answer 'Out of print.' A terrible moral loss for France even more than a material one.

WHAT THE PUBLISHERS HAVE DONE

"In the face of these dangers the publishers have not been inactive. They have understood that they must not lay themselves open to the reproach of indifference and routine so often—and not always mistakenly—applied to them before the war. Disturbed about the present, more worried over the future, they have bestirred themselves. While the younger ones were fighting, the heads of the houses whose gray heads had kept them out of the conflict, combined their efforts for practical corporate organization, and as soon as they were demobilized their sons came to the rescue.

"The beginnings, which they made are interesting. They are beginning to give some results. They will certainly improve the conditions under which the French book of the future will be produced and sold. Nevertheless, and no matter how efficacious these conditions will be some day, one has to admit that they only prolong the actual crisis. And it is the present danger that we have to deal with. We must not cease multiplying our efforts for a modification of the tariff law on blank and printed paper, and for the passing of all measures that can reduce the cost of living and consequently help to establish a more normal wage scale.

"First l'Agence Générale de Librairie et de Publication, founded a little before the war, has, in order to assure the French book-trade new outlets abroad, perfected its organization during the war. It started a series of study travels, instituted for the use of retail bookstores a free service of bibliography and instruction, founded branches in London, New York, Amsterdam, etc. November 8, 1918, it opened one at Sophia under the control and with the co-operation of the military authorities. The day after the armistice it sent a whole trainful of French books to the Roumanian bookstores which had been completely stripped of books ever since the beginning of the war. It is tireless in planning new ramifications abroad.

"An effort in another direction was made two years ago when forty Paris publishers founded a Société d'Exportation des Editions Français which has the object of combining the efforts and resources of these different publishers for the sake of a better, simpler and less expensive distribution of our books in other countries. Representatives chosen carefully from qualified persons, well acquainted with our literature, visit the universities and libraries of these countries giving them useful information and taking note of their needs. Doing for all the publishers together what would be too expensive to do for one everywhere, they study or arrange for the establishment of clearing houses, and try to find fitting agents. (Mlle. Marguerite Clement visited the United States in their interest in 1918.)

(To be continued May 1)

THE UNITED BOOKSTORES PROSPECTUS

The Details of the Proposed Plan for a Chain Store System

Copies of a circular letter and a prospectus are being sent out to all authors and publishers in the United States and Canada and to all trade journals, setting forth the plans of the United Bookstores Corporation. The circular letter gives the names of the men who are organizing the company. They are:

"Arthur W. Kelly, formerly President, the Inter-Allied Products Corporation, 30 Church Street, City. Mr. Kelly is now in England in the interest of the Company.

"Harry J. Simonson, The Magazine of Wall Street, 42 Broadway, City.

"A. Jackson Marshall, The National Electric Light Association, 29 West 39th Street, City. Mr. Marshall is a merchandising expert and has gone thoroly into the conditions affecting the retail book and stationery trades.

"A. A. Ameden, The Ameden Advertising Agency, 25 West 39th Street, City. Mr. Ameden was formerly in the stationery trade and is thoroly familiar with stationery production and marketing.

"Melvyn G. Loewenstein, associated with the law firm of Stroock & Stroock, 141 Broadway, City. Mr. Loewenstein is the Company's special counsel.

"C. H. Haynes, finance, 115 Broadway, City.

"William R. Thurston, Executive Secretary.

"In addition to the foregoing there are a number of persons in the book and stationery trades and in the financial district, acting for the Committee in an advisory capacity, whose names may not be given at this time."

The prospectus, in the paragraphs which describe the company's plans for organization, says:

"The committee on organization of the United Bookstores Company of America includes men of experience in finance, book and stationery merchandising and those experienced in the selection and training of personnel. It has also on file applications from numerous men of long experience in the book and stationery trades whose services will be available when required.

"The committee plans the formation of a parent company called 'The United Bookstores Company of America' with offices in New York City, and five subsidiary companies. The eastern subsidiary, which was incorporated in August, 1919, in order to protect the name, is now engaged in merging a number of paying New York properties as the initial step in its development. It will supervise and direct the activities of the company in the eastern states. In the western, southern and middle western states, and in Canada, other subsidiary companies will be formed with general offices in San Francisco, New Orleans, Chicago and Toronto, respectively. These subsidiaries will be designated as 'The United Bookstores Company of California,' 'Of Louisiana,' etc., and will super-

vise and direct the development of the Company in their respective zones. The nucleus of each will be a number of paying stores located within its area, and each will be officered and actively directed by personnel selected from the stores initially acquired. In order that the general policy of the parent company may be carried out, and for various other reasons, the United Bookstores Company of America will hold the controlling interest in each subsidiary.

"The nucleus of each subsidiary will consist of a number of paying stores located within the area allotted to the subsidiary. These stores will be purchased, merged and refinanced in order to provide funds wherewith to install new, standardized stores. Since the sum of cash that may be obtained for development in this way will be comparatively small, the further development of the subsidiary will be provided for by the sale of its securities thru a financial department to be created in the parent company.

"The parent company will also start from a small nucleus composed of one or more jobbers whose financial condition is such as to permit of refinancing and whose distributive machinery for books and stationery is capable of expansion to the extent necessary to meet the future needs of the Company. The initial financing of the parent company and of each subsidiary will be handled by an investment security house, the character and standing of which are compatible with the nature of the enterprise."

The company hopes to complete plans within a short time to take advantage of conditions in the retail book and stationery trades. "The plans of the Company have been evolved from a three years' research into the conditions affecting the retail book and stationery trades. This research has been conducted by a merchandising expert in co-operation with other persons knowing intimately the requirements of both trades, and the results of the research have been submitted to and approved by men in the trades well qualified to pass final judgment."

There are advantages, they say, in any chain store system and they have listed in the prospectus those which make them confident of the success of the bookstore chain:

"Sales of large quantities of one style of article; cost of such articles, based on quantity and ordering, and cash payments, believed to average between 10 per cent and 15 per cent below cost to competing individual retail stores; quick and frequent turnover of stock; economies of operation thru organization and low overhead; putting all responsibility for success or failure on the local manager, and paying him according to results; ample finances for taking advantage of all savings in discounts, and special prices; economies of selling thru carefully planned

methods; centralization of buying, and training of buyers to take every advantage of quantity and cash purchases; accumulative results of advertising from popular methods and number of stores, in addition to other publicity matter.

"Insofar as building construction and economic expenditures will permit, company stores will be uniform in appearance, interior design, equipment, and arrangement of stock, including not only windows, display cases, counters, shelving, etc., but also color treatment, lighting systems, signs, and window lettering. A careful survey of the country will be made to ascertain logical sections and communities most favorable to the type of store contemplated. Intensive, co-operative advertising, systematically conducted, is a vital part of the company's plans. All books and other merchandise offered for sale by any of the company stores must measure up to an established standard before being placed on sale. Store managers and clerks will not only be intelligent but will undergo a systematic course of training and will be live and efficient.

"In order to provide the funds necessary for the initial expenses of the company (incorporation fees, taxes, etc.), and to permit those most interested in the success of the enterprise to participate and advise, the United Bookstores Syndicate has been formed and is now receiving contributions in multiples of \$50 from authors, publishers, writers, educators and others interested in the subject. The fund so created will be used solely for the organization expenses of the Company. Upon the Company's incorporation the Syndicate will be dissolved and its members will receive for their services in establishing the fund \$100 in 8 per cent cumulative preferred stock of the United Bookstores Company of America for each \$50 contributed.

"Legal matters in connection with the Syndicate have been passed upon by Messrs. Kisselburgh and Egan, New York City."

Circulars by Multigraph

That there will be no let-up in the experimentation toward cheaper forms of printing is shown in the process that is going on in the use of high speed rotary machines for printing small material. One press in New York has been turning out little four-page leaflets on the Multigraph in a form that can hardly be differentiated from previous leaflets in a series turned out on regular presses, and the speed at which they can be put forth is many times that of the press.

Mr. Edward Ketcham of Grosset & Dunlap, who has been making a special study of these printing problems, tells of seeing at the great plant of Thomas Nelson & Sons in Edinburgh book covers being turned out on a Harris Press at the rate of six thousand an hour. The high speed of these light rotary presses, the ease in feeding, and their compactness makes for great economies.

The Good Old Days Are Always Passing

The recent death of Charles Garvice brought forth, of course, estimates of his work which varied greatly in the value placed on Mr. Garvice's work. James Douglas in the *Sunday Express* wrote warmly in his friend's praise; H. W. Massingham in the *Nation* found in Mr. Garvice's popularity proof of a deplorable decline in taste. In his "Literary Letter" in the *Sphere*, Clement K. Shorter comments on one phrase in Mr. Massingham's review:

Mr. Massingham selected Mr. Garvice as a type of the prevailing weakness of our age, the exceedingly deficient taste of the general public in its reading. Garvice's books sold in millions. "In my young days," says this Victorian, "people were reading much superior books, such as 'Pickwick' or the 'Pilgrim's Progress.'" Where I disagree with Mr. Massingham is in his assumption that in proportion to the number of readers there is any deterioration of literary taste. He assumes that in his youth everybody was reading Dickens and Thackeray and other great books. As a matter of fact, people were reading just as much rubbish in those days as in these, but a very large proportion of the public could not read at all. The Education Act of 1870 has added millions to the reading public. It is quite natural that for these a very second-rate kind of fiction should be most in fashion, but I repeat my assertion, that in proportion to the number of readers there is more good reading being done to-day than in any other decade. Why, The *Times* Literary Supplement has six times the sale of all the literary newspapers of that day put together, and it has more real critical capacity. I think I might call Mr. J. M. Dent and Mr. Humphrey Milford, with their *Everyman's Library* and *World's Classics*, as witnesses on behalf of the growing love of good books.

Exchange in Canada

AN effort to handle the matters that have come out of exchange conditions, is the announcement that was made by The H. W. Wilson Company, New York publishers, who sent word to their Canadian customers that they had arranged for an account for all remittances with a bank in Montreal. This would mean that drafts and checks would be accepted at face value and not withdrawn from deposit there until times became normal. This effort to facilitate business with Canada brought very prompt and enthusiastic approval from Canadian customers. One bursar connected with the University of Alberta wrote that, in the month of January, alone, exchange had cost him in the neighborhood of \$7,000. Some such effort on the part of other American publishers would be a fine gesture of trade courtesy, in so far as it could be accomplished without tying up large and needed funds.

THE PRESIDENT'S COPYRIGHT PROCLAMATION

Improved Reciprocal Relations With Great Britain Now Established

The April 17th issue of the PUBLISHERS' WEEKLY was able to announce that the President had issued a proclamation which put into action the new copyright legislation in our relations with Great Britain. The full text of the proclamation is now available and is reproduced below:

(COPYRIGHT—GREAT BRITAIN)

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA—A PROCLAMATION

WHEREAS it is provided by the Act of Congress of March 4, 1909, entitled "An Act to Amend and Consolidate the Acts Respecting Copyright," that the provisions of Section 1 (e) of said Act, "so far as they secure copyright controlling the parts of instruments serving to reproduce mechanically the musical work, shall include only compositions published and copyrighted after this Act goes into effect, and shall not include the works of a foreign author or composer unless the foreign state or nation of which such author or composer is a citizen or subject grants, either by treaty, convention, agreement, or law, to citizens of the United States similar rights":

AND WHEREAS it is further provided that the copyright secured by the Act shall extend to the work of an author or proprietor who is a citizen or subject of a foreign state or nation, only upon certain conditions set forth in section 8 of said Act, to wit:

(a) When an alien author or proprietor shall be domiciled within the United States at the time of the first publication of his work; or

(b) When the foreign state or nation of which such author or proprietor is a citizen or subject grants, either by treaty, convention, agreement, or law, to citizens of the United States the benefit of copyright on substantially the same basis as to its own citizens, or copyright protection substantially equal to the protection secured to such foreign author under this Act or by treaty; or when such foreign state or nation is a party to an international agreement which provides for reciprocity in the granting of copyright, by the terms of which agreement the United States may, at its pleasure, become a party thereto:

AND WHEREAS it is further provided by the Act of Congress approved December 18, 1919, "that all works made the subject of copyright by the laws of the United States first produced or published abroad after August 1, 1914, and before the date of the President's proclamation of peace, of which the authors or proprietors are citizens or subjects of any foreign state or nation granting similar protection for works by citizens of the United States, the existence of which shall be determined by a copyright proclamation issued by the President of the United States, shall be entitled to the protection conferred by the

copyright laws of the United States from and after the accomplishment, before the expiration of fifteen months after the date of the President's proclamation of peace, of the conditions and formalities prescribed with respect to such works by the copyright laws of the United States: Provided further, That nothing herein contained shall be construed to deprive any person of any right which he may have acquired by the republication of such foreign work in the United States prior to the approval of this Act."

AND WHEREAS the President is authorized to determine and declare by proclamation the existence of similar protection for works by citizens of the United States as the purposes of the Act may require;

AND WHEREAS satisfactory official assurance has been given by the Government of Great Britain that, by virtue of the authority conferred by the British Copyright Act, 1911, a British Order in Council was duly issued on February 9, 1920, directing that:

"1. The Copyright Act, 1911, shall, subject to the provisions of the said Act and of this Order, apply to works first published in the United States of America between the 1st August, 1914, and the termination of the war, which have not been republished prior to the commencement of this order in the parts of His Majesty's Dominions to which this Order applies, in like manner as if they had been first published within the parts of His Majesty's Dominions to which the said Act extends:

"Provided that the enjoyment by any work of the rights conferred by the Copyright Act, 1911, shall be conditional upon publication of the work in the Dominions in which this Order relates not later than six months after the termination of the war, and shall commence from and after such publication, which shall not be colorable only, but shall be intended to satisfy the reasonable requirements of the public.

"2. The provisions of Section 15 of the Copyright Act, 1911, as to the delivery of books to libraries shall apply to works to which this Order relates upon their publication in the United Kingdom.

"3. In the case of musical works to which this Order relates and provided that no contrivances by means of which the work may be mechanically performed have before the commencement of this Order been lawfully made, or placed on sale, within the parts of His Majesty's Dominions to which this Order applies, copyright in the work shall include all rights conferred by the said Act with respect to the making of records, perforated rolls and other contrivances by means of which the work may be mechanically performed.

"4. This Order shall apply to all His Majesty's Dominions, Colonies and Possessions with the exception of those hereinafter named,

that is to say: the Dominion of Canada; the Commonwealth of Australia; the Dominion of New Zealand; the Union of South Africa; Newfoundland.

"5. Nothing in this Order shall be construed as depriving any work of any rights which have been lawfully acquired under the provisions of the Copyright Act, 1911, or any Order in Council thereunder.

"6. This Order shall take effect as from the 2nd day of February, 1920, which day is in this Order referred to as the commencement of this Order.

"And the Lords Commissioners of His Majesty's Treasury are to give the necessary orders accordingly."

NOW THEREFORE, I, Woodrow Wilson, President of the United States of America, do hereby declare and proclaim

1. That one of the alternative conditions specified in Section 1 (e) and 8 (b) of the Act of March 4, 1909, and acts amendatory thereof, including the Act of December 18, 1919, now exists and is fulfilled and since February 2, 1920 has been fulfilled in respect to the subjects of Great Britain and the British Dominions, Colonies and Possessions, with the exception of the self-governing Dominions of Canada, Australia, New Zealand, South Africa and Newfoundland, and that such British subjects are entitled to all the benefits of the Copyright Act of March 4, 1909, and the acts amendatory thereof, including the Act of December 18, 1919, for all of their works first published in Great Britain between August 1, 1914, and before the President's proclamation of peace, and not already republished in the United States:

Provided that the enjoyment by any work of the rights and benefits conferred by the Copyright Act of March 4, 1909, and the acts amendatory thereof, including the Act of December 18, 1919, shall be conditional upon compliance with the requirements and formalities prescribed with respect to such works by the copyright laws of the United States before the expiration of fifteen months after the date of the President's proclamation of peace, and shall commence from and after compliance with these requirements, constituting due registration for copyright in the United States.

2. That in the case of musical works to which this proclamation relates, and provided that no contrivance, including records, perforated rolls and other devices by means of which the work may be mechanically performed, have been lawfully made or placed on sale within the United States before February 2, 1920, copyright shall include the special benefit of Section 1 (e) of the Copyright Act of March 4, 1909, namely "copyright controlling the parts of instruments serving to reproduce mechanically the musical work."

3. Nothing in this proclamation shall be construed to abrogate or limit any rights and benefits conferred under the reciprocal arrangements with Great Britain or its self-governing Dominions providing for copyright protection heretofore proclaimed.

4. This proclamation shall take effect as from the 2nd day of February, 1920.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the seal of the United States to be affixed.

Done at the City of Washington the tenth day of April, in the year of our Lord one thousand nine hundred and twenty and of the Independence of the United States of America the one hundred and forty-fourth.

(S) WOODROW WILSON.

By the President:

(S) BAINBRIDGE COLBY,
Secretary of State.

"Story of a Lover" Cleared

"The Story of a Lover," which brought its publishers, Boni & Liveright, into court because it shocked a patrolman attached to the vice squad was officially cleared of the charges this week by Magistrate Frothingham, in Jefferson Market police court, and the complaint dismissed. The magistrate rendered his decision after reading the book.

Mr. Liveright had decided to conduct his case on a straight request for dismissal altho told by other publishers that this method would only lead to further complications, as no judge would dismiss a case of this kind. He won, however, by this method.

A publisher has no recourse to recover for loss of time and expense of suit which gives added pertinence to the suggestion that Mr. Liveright has made which has been seconded by other publishers that the responsibility for censorship be vested in a committee of fifteen, appointed by the State Board of Regents instead of, as at present, depending on a magistrate's decision.

A Five Dollar Biography at One Dollar

An announcement that has come from Houghton Mifflin and Grosset and Dunlap tells of a new venture in the field of popular reprinting based on a new publishing impulse. "The Life of Roosevelt" by William Roscoe Thayer was the biographical success of last fall, and the sale since the first of the year has been rapid and steady. However, Houghton Mifflin has felt, and the author has agreed, that there was tremendous patriotic value to this biography, especially in the presidential year, when American ideals should be put to the front, and as a contribution to this cause, an agreement has been made whereby the book will be issued by Grosset and Dunlap on June 1st at a one dollar retail price, and sold to the trade at the usual rates of reprint fiction. As this is a book of nearly five hundred pages, there can be little or no margin of profit for the reprint publisher, but there will be for them a certain satisfaction in stimulating the trade for popular priced books by so unusual an offer. The edition will be fifty thousand.

THE BOOKLOVER'S PHILADELPHIA

Her History is Full of Events That Bear on American Publishing

(Continued from April 17)

1810 THE MIRROR OF TASTE AND DRAMATIC CENSOR, a monthly which, tho it only lasted a year was the most satisfactory paper devoted to the stage we've ever had in this country.

1813 FIRST RELIGIOUS WEEKLY, *The Religious Remembrancer*.

1819 FIRST AMERICAN LITHOGRAPH, Bass Otis."

1829 PENNSYLVANIA GAZETTE, founded by Benjamin Franklin. *The Saturday Evening Post* is a lineal descendant from Franklin's paper, and was the first of the cheap literary papers. It occupied an office, in its early days, once used by Franklin, himself, an office in Market Street, a few doors below Second Street.

1830 FIRST PENNY NEWSPAPER, *The Cent*, published by C. C. Conwell.

1830 AMOS BRONSON ALCOTT came to Philadelphia and stayed until 1833. He started a school on the site where the Masonic Hall, 5425 Germantown Ave. now stands. In Germantown, Louisa M. Alcott and another of his daughters were born. The American Booksellers' Association visited last year the Alcott's later home at Concord.

1830 FIRST SUCCESSFUL WOMAN'S MAGAZINE, *Godey's Lady's Book*, Louis A. Godey. More popular in its day than the *Saturday Evening Post*. Mrs. Sarah Josepha Hale, who had edited the *Boston Ladies' Magazine*, became editor of *Godey's* when the two were merged. She was an energetic feminist, and it is due to her efforts that we have a national Thanksgiving Day. She was author of "Mary Had a Little Lamb."

Among the contributors to *Godey's* were Washington Irving, Nathaniel Hawthorne, Oliver Wendell Holmes, Harriet Beecher Stowe, Bayard Taylor.

Godey was a successful advertiser. He lived at 1517 Chestnut Street.

Godey's Lady's Book had two rivals for popular favor. One was *Graham's Magazine*, descended from Burton's *Gentleman's Magazine*. *Graham's Magazine* was a famous and truly national literary periodical.

A character in "House of Seven Gables" says, "My name has figured, I assure you, on the covers of *Graham* and *Godey*, making as respectable an appearance for aught I could see as any of the canonized bead roll with which it was associated." Its career ended 1859.

The second rival was *Sartain's Union Magazine of Literature and Art*, 1849-1852, an offshoot from *Graham's*.

THE GREATEST NAMES among Philadelphia authors of this period are those of transient visitors there: Edgar Allan Poe, James Lowell and John Greenleaf Whittier.

Edgar Allan Poe was sub-editor of *Burton's Magazine* for \$10 a week, and later sub-editor on *Graham's Magazine*. Poe and his wife boarded first in Arch Street, then in Sixteenth near Locust, later in Coates Street (Fairmount Ave.) near Twenty-fifth on the borders of Fairmount Park, then to "a rose-covered cottage," identified as the back buildings of the house standing at 530 North Seventh Street at the corner of Brandywine which is a small street just above Spring Garden.

In March 15, 1838, the *Enquirer* became *The Pennsylvania Freeman* under the editorship of John Greenleaf Whittier. He had come first to Philadelphia in 1833 as Mass. delegate to American Anti-Slavery Society. After he came to stay, he stayed until 1841, less than three years. His first volume, a collection of Abolition poems, appeared 1837. He wrote in 1873 "I think the old Quaker settlements of Chester, Bucks, Delaware and Lancaster Counties of forty years ago were nearer the perfection of human society than anything I have since seen or had heard of before. It is greater than St. Paul's Roman citizenship to have been born in such a community."

Other men of this period are not so well remembered by name tho their works are still unforgotten, as Timothy Arthur Shay, who lived in Philadelphia for fifty years. He was author of "Ten Nights In a Bar Room"; George P. Morris, author of "Woodman, Spare That Tree"; and Thomas Dunn English, author of "Ben Bolt."

1840 FIRST GENERAL ADVERTISING AGENCY, Volney B. Palmer, Pine Street above Third Street.

1848 FIRST COMIC WEEKLY, *The John Donkey*, published by Thomas Dunn English.

1852 FIRST AMERICAN INSURANCE JOURNAL, Capt. Harvey G. Tuckett.

1853 FIRST GAZETEEER OF UNITED STATES, Lippincott.

THE LATER WRITERS OF PHILADELPHIA include such important men as Bayard Taylor, co-editor and contributor to *Graham's*, for years connected with the New York *Tribune*; he was the author of volumes of travel sketches including "Views Afoot"; he is Philadelphia's greatest poet; George Henry Boker, a less known but very well loved poet; Thomas Buchanan Reed, author of "Sheridan's Ride," and Charles Godfrey Leland. Frank R. Stockton was born in Philadelphia and graduated at the Central High School. Walt Whitman lived for nineteen years or until his death in 1892 on the opposite shore of the Delaware.

1880 FIRST ETCHED NEWSPAPER ILLUSTRATION.

1891 FIRST PERFECTED SCREEN, making half-tone engraving and printing a commercial possibility, Levy Brothers.

THE SELLING PROCESS

By Paul W. Ivey, Associated Professor of Economics and Commerce, University of Nebraska
In the Series of Articles on MODERN DEVELOPMENTS IN RETAILING

With the permission of Professor Ivey the illustrative anecdotes in these lessons have been specially adapted to the book business by the editor of Publishers' Weekly.

The selling process consists of four operations, viz., gaining attention, securing interest, creating desire and inducing decision. Unless the customer's mind is led thru these four steps no sale can be made. When customers such as the impulsive type "make up their mind" to buy on the spur of the moment, these four steps have been gone thru just as truly as when the deliberative type consumes much time in deciding.

Doesn't every salesman realize that sales cannot be made without performing these four operations? Every day observation answers this question in the negative. How often has the reader had a salesman bring out a book, give two or three facts about it including the price, and then "wait" for the customer to buy? In such cases, the salesman doesn't comprehend the workings of the human mind. He does not understand the selling process; he doesn't realize the task cut out for him by natural conditions. The customer "waits" for the salesman to sell and the salesman "waits" for the customer to buy. In many such cases the writer has seen sales lost because the customer had no material with which to form a buying judgment. His mind had not been logically directed towards a certain goal.

In order to understand how sales are made, i. e., what elements enter into their determination, the selling process must be broken up into its constituent parts; and each part, carefully analyzed. In this way, the importance of each act, method and procedure of the salesman may be determined, both in its relation to the other elements and the sale as a totality. From such an analysis it is to be hoped the salesman will get a more comprehensive idea of the significance of influencing the minds of customers, and be able to make practical use of the material presented in previous chapters. Unless the salesman can apply the knowledge regarding himself, the goods, and the customer, in the actual selling process, all this wisdom goes for naught. The one end of all knowledge in salesmanship is to sell goods. The analysis of the selling process will now be given.

I. ATTRACTING ATTENTION

There are six general methods by which attention can be attracted, viz., promptness, attitude, facial expression, attentiveness, form of speech and tone of voice.

Promptness means constant alertness and watchfulness. The salesman should immediately discontinue other work on seeing a customer and rapidly advance to meet him, either walking toward him behind the counter

or out on the floor. The farther away from his original position the salesman meets the customer the more favorable attention does he attract. The customer feels that the salesman is pleased to see him, and as a consequence his initial attitude toward the store is not one of antagonism. Many salesmen take a step or two toward incoming customers, but a more aggressive advance as here advised has greater attention-attracting value.

Attitude. The salesman should show recognition by a nod of the head, and expectancy and deference by his general attitude. If he is pleased to see the customer his whole attitude will reflect this feeling and proclaim welcome. However, no matter what his words and face may say, if his attitude is overbearing and unconcerned the former favorable indicators are negated.

The salesman should also appear energetic, thus implying that it is a pleasure to serve the customer. Promptness is a kind of energeticness, but what is here meant is a show of strong vitality or animation after the customer has been met. Excellent health produces this quality more than anything else.

Finally, a self-confident bearing attracts attention to the possessor and creates confidence in the customer for the salesman and the store. This attitude is extremely valuable and can only be procured by knowledge and experience. Knowledge of the books, the customer, one's personality, the selling process, and the realization of having successfully applied the same, is the only soil in which self-confidence can grow and thrive.

Facial expression. The face should show expectancy. Such an expression can be produced by wondering in what way the customer can be served. Blended with this expression should be a smile. The latter results from being truly pleased with one's opportunity to serve. The smile must be natural, as an artificial smile repels and destroys confidence. A natural winning smile is one of the best attractors of attention. Customers attend to it because it creates a pleasant sensation in them.

Attentiveness. Can the salesman perform some unexpected service for the customer? If so, the latter's attention is irresistibly directed toward the person performing the unusual act. The out-of-the-ordinary never fails to get people's attention.

Another form of attentiveness is to catch the customer's first words. No worse initial impression could be left with the customer than to ask him to repeat what he has said. The salesman may sometimes find it necessary to ask the customer to restate what he has said, when the latter has garbled his words; but very often salesmen ask for the repetition of the customer's first words simply "because they have not been paying strict

attention. If the salesman looks the customer in the face there is little necessity for requesting him to repeat his statements. Careful attention must be given to every move the customer makes, or apparently meaningless expressions will be overlooked, thereby indicating a lack of interest on the part of the salesman.

Form of Speech. The salesman's speech attracts favorable attention when it is courteous. So much of every day speech lacks this refined element that when it does exist it attracts attention. Secondly, it should be suited to the customer. It must be simple and direct with some people; more dignified and less persistent with others.

Thirdly, instead of asking the customer whether he wants "something," the salesman should greet him with a "Good Morning." If this is said with the expectation that the customer will speak and state his desires, such will be the case. However, it can be said in such a way as to discourage expression. The important point to be noted, is that the salesman should, by his speech, offer service immediately without using cut and dried salutations which have long since become devitalized by constant use. Each store or department should have its distinctive salutation which could be discarded and replaced by a new one whenever its virility and effectiveness are lost. In some cases a question is satisfactory if it does not place customers under an obligation to buy. Examples of such salutations are: "Do you desire service?" "Do you wish attention?" etc. Usually, however, questions of any kind are a bad means of greeting people because energy is required to answer them. When customers are permitted to tell their needs of their own accord, a much more favorable impression of the store is left with them.

Fourthly, the customer's name should be used in the salutation. Few salesmen recognize the importance of this principle. Attention is often easily secured by detaching a customer from his surroundings thru the mentioning of his name. Where a minute before he was just a customer, now, after mentioning his name, he becomes an individual. The attention getting value of this individualizing device cannot be too greatly emphasized in the first step of the selling process.

Tone of voice. In the first place, the tone of voice should be clear and distinct. There should be no question on the part of the customer as to what the salesman is saying. Attention can be secured thru the tone of the voice only when the latter carries to the customer an unmistakable meaning.

In the second place, the tone of voice should be sincere. If the salesman believes what he says and is conscientiously looking out for the welfare of the customer, his voice will reflect the sincerity in his heart and impress the customer favorably. If the customer's confidence can thus be secured at the start, not only is attention secured but also good-will. Sincere thinking and acting are prerequisites for a sincere tone of voice.

In the third place, the tone of voice should be *rhythmical*. A high pitched voice irritates, a low unintelligent mumble exasperates, while a rhythmical, measured tone soothes the customer. The latter variety is attractive, inviting and actually impels attention, while the others repel and antagonize. Whether or not a customer stops at the counter long enough to inspect the books, often depends to a large extent on the cadence of the salesman's tone of voice when speaking the words of introduction. A well modulated voice should be a part of every salesman's equipment. If it isn't a natural acquirement then special training should produce it.

In the fourth place, the tone of voice should be suited to the customer. If the customer is an impulsive type the tone of voice will be louder and more aggressive than when speaking to the confident customer. With the suspicious type the tone of voice must be warm with enthusiasm, but with the friendly customer it must be cooler, lighter and carrying less assurance. With the deliberative customer the tone must indicate carefulness and willingness to go into detail without hurrying; the obstinate man must be impressed. The salesman meets the tone in which the first few words are said secures attention or loses it just in proportion to its suitability. Much study can profitably be spent in analyzing the different tones in one's voice and in ascertaining in what circumstances each would be most effective.

2. AROUSING INTEREST

Interest can be aroused by the first words regarding the goods and the initial actions in showing them.

First, words regarding the books. First, some definite information should be given. The customer must have something around which he can build his thought. Instead of glittering generalities that make no impression, definite facts about the books should be stated. Thorough knowledge of the books will enable the salesman to make this valuable first impression. Hackneyed phrases are valueless.

Second, the most vital selling point should be presented. Early in the selling process this point is of greatest value altho later on it should be repeated. The vital importance of a book is a "reason" for buying which should not be overlooked by the salesman. It is the element that gives perspective to the salestalk. By the very "bigness" of an idea interest is often aroused and opposition forced into the background. The most vital selling point of any article for all conditions may not be determinable, but may vary with customers. However, whatever the salesman decides upon as most important, that should be given.

Third, a positive statement arouses interest. Let the salesman affirm in a positive manner some function that the merchandise is supposed to perform, and the customer will tend to ignore the less positive impressions around him and become concerned about what the salesman is saying. Having confidence in

what one is saying is here an important factor; because without it, a deep enough impression cannot be made on the customer's brain to arouse strong interest and sustain it until desire develops. Self-conviction must occur before customer-conviction can exist.

Fourth, the purpose of the purchase should be referred to. Just what the book is supposed to be should be clearly understood by customer and salesman. Any chance of future misunderstanding is thereby removed, and both parties to the selling transaction feeling that they are dealing with the same thing. When customers feel that their interests are being looked after then interest is more readily aroused.

First actions in showing goods. First, there should be promptness in showing the books. Interest can be aroused by an immediate display of appropriate titles or it can be effectively killed by hesitation in finding and showing the right things. Especially is this true with the impulsive customer who becomes irritated over delays. Asking other salesmen where books are to be found or being unable to locate them immediately are two good methods of deadening the customer's interest in the books. Lack of promptness in showing merchandise implies indifference on the part of the salesman, and indifference never yet succeeded in arousing a customer's interest. The titles should be displayed before the customer as soon as he is ready to look at them.

Second, the salesman should always bring the books to the customer. It ought not to be necessary for the customer to follow the salesman around in order to purchase. If the customer is comfortably seated and the books brought to him, there will be less friction because of tired nerves. Interest is a plant that grows out of the soil of satisfaction. Bringing books to the customer creates in him a sense of satisfaction because it appeals to his vanity and laziness. The expenditure of the customer's energy discourages the expenditure of his money. An effort on the part of the salesman to conserve the customer's energy always brings appreciation from the latter and arouses his interest in the books.

Third, the books should be placed in reach of the customer. This permits the functioning of the sense of touch, thereby vivifying the initial impressions of the books on the customer's brain. Moreover, books just out of reach often exasperate the customer, altho he may say nothing, and thus opposing ideas may enter his mind to inhibit arousal of interest. Sometimes customers cannot resist from reaching for books out of their immediate reach. This action indicates that for a time their interest or ardor was dampened and could not be revived without momentary possession of the books. The universal characteristic of laziness was overcome because the instinct of possession was stronger. In some cases, however, the reverse of this may be true, and the customer's

sense of touch or his instincts of possession may never be appealed to if the books are not displayed so that he can handle them without effort. Indeed, if he can be induced to handle them, interest will be aroused more quickly than otherwise would have been the case.

Fourth, the books should be displayed to the best advantage. For example, books with artistic jackets appear more attractive when stood up, while some books seem to be more desirable if the wrapper is removed. The customer is usually influenced by external appearance as well as by title.

Fifth, objectional features should be explained. If the books shown have features which depreciate them in the eyes of customers, these must be fully talked out. Canvas may be better than sheepskin for a dictionary, altho the customer came prepared to buy the other; black and white pictures may be better than colored in a certain book tho the customer is prejudiced toward color. Whatever the objectionable feature may be, the salesman should promptly locate the trouble and explain the possible advantage. Interest can then be aroused and developed into desire without opposing influences.

Sixth, the books should be handled so as to enhance value. Unrealized by some, but nevertheless true, the value of any article is not fixed at any moment of time. The price of an article is fixed in a one-price store at any moment of time but its value fluctuates with different customers and different sales-talks. It is within the power of every salesman to increase or decrease the value of the merchandise. The writer has seen beautiful hand bound books reduced twenty-five per cent in value by careless handling, while in other cases, the very same volumes have appeared more valuable because they were handled in an appreciative manner. A certain salesman enhances the value of his stock by carefully laying them on felt on top of the case. Likewise, the gentle way in which he reaches for them gives them an added importance in the customer's eyes. The most expensive volume in any store may be reduced in value and the meanest booklet may have its value increased, by methods of handling during a salestalk. Salesmen are creators of value; and just to the extent that they perform this function well can interest be sustained, desire created and decision induced.

Seventh, interest is augmented by showing the right books. A customer asked to look at Henley and was shown Henty. A good deal of valuable time was consumed and the interest in the purchase was seriously dampened and could not be revived, altho the Henley was there. Asking for a book on sociology and being shown books on socialism is another example illustrating the point. Many more could be given. Enough has been said, however, if the salesman realizes that the customer loses interest in the books and confidence in the salesman when the wrong books are brought out for display.

(To be continued May 8)

English Book-Trade News

(From Our London Correspondent)

Do the film editors of popular novels increase or decrease the sales of the books in question? We should have thought there was no doubt about the matter generally speaking, judging from reports which come to hand at various times. They *do* increase the sales, very much indeed. It is natural, that having seen the picture and not having read the book, the individual whose interest has been captured wishes for a closer acquaintance. Yet read the following, just printed in Mr. Fisher Unwin's *M. A. B.* (Mainly About Books); the first letter is from a working man:

"I am glad to have the opportunity to state my opinion concerning cinemas and the sale of books. I have discussed the matter with many people, and they have come to the same conclusion as myself—that cinemas do not increase the sale of books. If the cinema-goers read the books that they see pictured on the screen, they would have to be in a tabloid form or merely a synopsis of the pictures. Results, however, prove that very few, if any, have any desire to read the story."

From a regular cinema visitor:

"Having seen a story on the film, I would not in the ordinary way think of buying the book. But if the filmed version had made a vivid impression on my mind, my interest in the author would be stimulated and I should then be on the look-out for another book by that author. Of course, if this experience is to be taken as typical, the great question seems to be: What proportion of the reading public are cinema-goers?"

Here is one other reply:

"As you have asked readers of '*M. A. B.*' to send you a reply to your enquiry about cinemas and their effect on readers of books which have been filmed, I write to say that personally I should no more think of buying a book, the plot of which had been filmed, than I should think of referring to the end of the book I was going to read to see how it ended; the charm of the book would, in my opinion, be broken and all interest have gone if I had done so."

Anyhow, there is a growing fashion here to have on sale at the cinema where the film story is being exhibited a cheap edition of the romance in question, and now much business is being done.

Two new publishing firms have recently started business: Books Ltd. in Liverpool; and the Service Publications, Ltd., London, at 115 Fleet Street. Interest in the chances of a new author getting his—or rather her—first novel published in these "hard" times increases rather than diminishes. Here is a note about the matter from an author whose following is growing apace:

"I have been following with interest the correspondence in your columns on the novel of the future, and it seems to me that there has never been a better time than the present

as far as the chances for the new author are concerned.

"I am sure people are reading fiction just now more than they have done for years past—I mean fiction of the lighter, not-too-clever, and rather sentimental type, as one can see by glancing into the window of any bookshop or stall.

"Publishers do not print cheap editions of popular books by the thousand unless there is a tremendous demand for them, and it seems to me that anyone who can write a readable book without the intricacies of too much plot, and without too deeply moralizing, is bound to command popularity.

"The public want to be amused, and they like books about everyday things and everyday people, with circumstances which they can apply to their own lives, or, at any rate, would be quite happy to apply. Where a dozen people read a 'highbrow' novel, I am sure there are thousands who read the 'popular' novel, which the 'highbrows' so scathingly condemn."

ON TO PHILADELPHIA!

The convention dates are Tuesday, May 11th, and Wednesday, Thursday and Friday of that week. This twentieth convention should prove the most important and worth-while gathering that the American book-trade has ever held. None should fail to attend. All who are interested in the book business whether members of the American Booksellers' Association or not will be most welcome. The full program has been mailed, or see the advertising pages of the Publishers' Weekly of April 10th. Write to Joseph W. Lippincott, c. o. J. B. Lippincott Co., Philadelphia, for reservations for the Banquet of Friday night and Valley Forge trip Thursday afternoon.

Poland Joins the Berne Convention

"It is interesting and very satisfactory to find from *Le Droit d'Auteur* for March 15th, 1920, that the first of the new countries which have emerged from what our admirable contemporary calls *la conflagration mondiale* to notify the Swiss Federal Council of her adhesion to the Berne Convention is Poland. This brings the number of States in the Union up to twenty, and it is particularly gratifying to find that Poland makes no reservations—an example which it is to be hoped the other new States will follow.

"There is a great opening now for English works of literature and art in the new Poland."—*The Publishers' Circular*.

English Critics and American Authors

Mr. Vachel Lindsay has been reported as planning an English trip, and if he does do so, we shall have interesting reports of English comments on his poetry and lecturing method. The discussion over his work is bringing up interesting comment there already, and has brought again to the front the old discussion of the English attitude toward American production.

The *London Mercury* printed in its February number Mr. Lindsay's poem on Bryan, a poem as full of the American vernacular as anything that has been written here, and naturally the English critics are puzzled by the vocabulary, as well as by the casual references to such people as Mark Hanna and Governor Altgeld.

It must be comforting to Mr. Lindsay to know that while this criticism is coming forth a volume of his poems has been published in England with an extremely laudatory introduction by Robert Nichols, the young English poet, who quotes a letter from John Masefield congratulating him on the fact that he is standing sponsor for Lindsay's poems in England and venturing the opinion that Lindsay is America's first poet.

The discussion has brought out in the *New Republic* an interesting comment:

"This criticism of Lindsay mildly resents American provincialism, and America naturally seems provincial to London since London is still the literary capital of the English-speaking world. It is in no sense creditable to English criticism that it should indulge the vice of narrowness but, even so, literary London does indisputably dominate. It does so because it really counts. The literary balance is in its favor. It has the men, it has the books, it has the money, too. Its literary life is more representative of the whole nation, and has a fuller and wider tradition, than ours. Quantitatively and qualitatively, there is no comparison between the good books annually published and sold by London and the good books annually published and sold by New York. New York is not in it—yet. And because London is still dominant, London is bound to set a literary standard that is rather special to England and to that extent unfavorable to the literary genius of the United States.

Literary chauvinism on the part of America is not the wise counter-policy. Chauvinism will not change the unalterable fact that Hardy, Kipling, Conrad, Wells, Shaw, Arnold Bennett, Galsworthy, May Sinclair, Masefield, Gilbert Chesterton, George Moore are a more portentous group than the group headed by Howells, Dreiser, Mrs. Wharton, Robert Herrick, Meredith Nicholson, Carl Sandburg, Edgar Lee Masters, Amy Lowell, Robert Frost, James Branch Cabell, Joseph Hergesheimer and H. L. Mencken. The only good thing about chauvinism is the fact that it indicates a certain healthy energy and turbulence of will. America is becoming more and more tired of being graded from Lon-

don, on the cool assumption that London preferences are the last word.

The American public is being slowly led to recognize and cultivate American æsthetic preferences, far more deliberately than was the past generation of Americans. This means getting rid of a huge amount of American literary bric-à-brac and debris."

Rising Prices and the New Author

The rising price of the novel which everyone is coming to see is unavoidable, and which the publishers earnestly declare has not kept pace with the rising costs has been discussed from almost every point of view. Now the voice of the author is heard. What will these changing prices mean to the author? In England it is predicted that the fall novel of average length will sell for 10 s., prices during war time having gone by gradual ascension thru 5s., 5s. 6d., 6s., 7s., 7s. 6d. and two novels, H. G. Wells's "Joan and Peter" and W. E. George's "Blind Alley" having already sold for 10s. and 9s., respectively tho the standard price of the novel has been for some time 7s. 6d.

If the publisher is to avoid loss he must sell 2,000 copies of a novel.

In the case of great authors like Wells and Conrad an initial edition of 10,000 may be sold, and, of course, such large sales make nice margins of profit. But it is not possible to make a profit with the limited sales of less well-known authors at 7s. 6d. a copy.

And even publishers must live, tho their authors and the public may not see the necessity.

The affect on the new author is tragic. The publisher knows that to publish the book of a new author is a risk and he knows he must eliminate risk as far as possible. He knows, too, that paper is not only 375 per cent more costly but is so difficult to get that he must conserve for the books he is reasonably sure will bring returns.

And yet, by the perversity of fate, there is a public demanding new authors. Philip Gibbs, in an interview with the *London Daily Chronicle* says:

"There is growing up—it is here already—a reading public hungry for new authors, with new methods of technique, a knowledge of the new world of ideas, and a new outlook upon the problems of life. It is quite likely that they will not arrive in the form of fiction, as it has been written in the past. Personally I am inclined to believe that the novel will change its form radically, and that the old conventions of novel-writing will disappear. The 'plot' will be abandoned for sharper and more intimate revelations of life. The life story of a man or woman's mind will take the place of accidents artfully arranged to produce interesting situations.

"The excitement of the new fiction will be aroused by what is thought rather than by

what happens, and by spirituality rather than by material circumstances. It will be written, if not by those young men who during five frightful years thought and suffered intensely, at least by the youth which, in a few years, will inherit the things, both good and evil, which will result from that history.

"Anyhow, whatever form it takes, it is certain that we need and expect a new era of English literature, and, therefore, it is a serious menace to the intellectual life of the world that publishers should proclaim their inability to produce the work of unknown writers."

It's up to the public. Are new authors worth encouraging? Will people who spend money freely on other luxuries allow literature to die because they are not willing to pay a luring wage to those who write for the world's knowledge and delight?

A Bookish Evening

Mr. Berwind came home from Wall Street in rather a cheerful mood. His wife was returning from Palm Beach, and it would seem good to see her again. He would have gone to the station to meet her—Charlie, his son, had, indeed, suggested it—but Mrs. Berwind had particularly requested them not to bother.

Charlie, the eldest son, and Freda, the handsome daughter, were both on hand for dinner, in anticipation of their mother's homecoming.

"By Jove!" said Berwind. "We don't very often get together like this, do we? Oh, well, this is a strenuous world." He chatted with his son amiably about politics during dinner, and with his daughter about certain concerts and other things with which she was more or less familiar. After dinner they sat in the living-room while Thomas, the butler, brought in the coffee. Berwind was in a fine mood.

"I suppose your mother may be here any moment now," he said. "She may get in ahead of time, you know. Meanwhile, we might do something. I remember when I was a boy, during the long winter evenings in New England, we used to read aloud or tell stories. Know any stories, Charlie?"

Charlie, who was on his fourth cigarette, shook his head.

"Nothing that's fit to tell, father," he said.

"Look here, Freda," he said, "you're literary. Why not go back to the old days and read something? I don't mean anything trashy, but something really worth while."

"How about the Lamentations of Jeremiah?" said Charlie.

"The trouble with all of us," said Berwind, "is that we have no moments of tranquility. We ought to. It would pay us to do it. Get out a book, Freda, and let's try it."

"How about Emerson?" said Freda. "I haven't read him for a long time, but he is certainly good."

"The very thing. A good American. As I remember him, something of a philosopher. And he came from New England. Good."

Freda read from Emerson. Charlie was on his tenth cigarette.

Berwind had started a fresh cigar, but about halfway through the essay on Compensation his jaw fell. Charlie nudged Freda.

"He's off," he whispered. "Let up on that stuff, will you?"

At this moment Thomas came in, with a telegram on a tray.

"What's this?" said Berwind, waking up. He read:

"Train stalled. Don't expect me until tomorrow. Safe.—Minna."

There was a long, silent moment, almost painful in its intensity. Finally Charlie spoke.

"Well, folks," he said, "one can't blame mother for our horrible railroad system. But I must say it's pretty tough to have a whole evening wasted in this way."—*Life*.

A Book-Trade Visitor from the Antipodes

The White Star Liner *Megantic*, five weeks out from Australia, brought to New York last week, among other passengers, Mr. James B. Symons, who represents Whitcombe & Tombs, Ltd., with headquarters in Christchurch, Auckland, Wellington and Dunedin, New Zealand; and Melbourne, Australia. Mr. Symons is well known to New York publishing circles thru his long connection with George Robertson Company as manager of the book department and book buyer. He was a former visitor to the New York in 1908.

In the increasing market for American-made books that has developed in his section of the world, no man has had so much influence as Mr. Symons, and no one's judgment has been so valuable as to what part of our product would find a profitable market in those southern commonwealths. So far, the markets of Australia and New Zealand have taken from us largely fiction, and the total value of the editions exported has steadily increased in the last twenty years. They have also been good users of our practical hand-books and of a few titles in general literature.

The importance of this market has been much in the minds of American publishers, as transportation in that direction has improved, and Australia and New Zealand have a right to feel that, as a new country their reading interests may run very closely with our own, and that not only will they find in our fiction the type of story that will strongly appeal to their growing book buying public, but our business books, books on foreign trade and books on mechanical and practical affairs, will prove the type of thing most acceptable in those aggressive and practical countries.

A personal contact with a man who knows that market better than anyone else will be a much-appreciated boon to New York. Mr. Symons has planned to spend a month here, with headquarters at R. W. Cameron & Company, 23 South William Street.

An Uncorrected Galley

Consistency is a virtue that should always be avoided in successful editorial work, altho it is usually sought by the editor for such material as falls under one cover. In the April number of the *London Mercury*, there are two quotations on the subject of correspondence schools. The first is on the editorial page and reads as follows:

"We met recently a lady who had won the Doctorate of Philosophy in an American University. She had nothing about her of the grey sobriety of the metaphysician or the ethicist; and questioned, she stated that she had taken her degree in the School of Short-Story Writing. Well, we know those American academic treatises on short-story writing: champion instruments for taking the bloom off any work of art and killing the artistic impulses of any student simple enough to surrender himself to them."

The second quotation is from the first advertising page, and directs the reader's attention to "the London School of Journalism," founded as a center for professional instruction of writers who are desirous of adopting Journalism or *Story Writing* as a definite vocation. The courses are given entirely by correspondence, and the training is of a very thoro and practical character. Applicants may send specimens of manuscripts for Mr. Pemberton's criticism, in which case a small reading fee is charged." Among the contributors to these courses are Sir W. Robertson Nicoll, Sir Arthur Quiller-Couch and the late Mr. Charles Garvice.

Probably the reason that the London School is so desirable an institution and the American efforts so much to blame is that our American schools must struggle along without the dignified approval of the knighted. There is a certain flare about the use of His Lordship's name in connection with so humble a thing as teaching story writing that lends a certain dignity to this otherwise despised method; or, perhaps, we have fallen behind because our schools have not had the assistance of so versatile a writer as the late Mr. Charles Garvice. We should be curious to know whether his contributions to the course are still continuing.

EVERYBODY'S DOING IT.

Rising at an early hour
First I read The Conning Tower.
Then I don my pants and shoon
And scan the works of Heywood Broun.
Then, of course, I have to read
Benchley's literary meed,
Alex Woolcott's play review,
The rhymes of Jimmy Montague.
When my daily toil is done
I read Don Marquis in the Sun.
And what I almost like the most
Is Old Kit Morley in the Post.

F. P. A.'s Column, New York Tribune.

The Prize Winners

The winners in Dodd, Mead & Company's contest for "write ups" of their new story, "Mary Minds Her Business," were: first prize, J. H. Roesgen, care George W. Jacobs Company, a rhymed review; second prize, Helen C. Gage, Powers Mercantile Company, Minneapolis; third prize, E. M. LeGrand, Bullock's, Los Angeles. Consolation prizes in the form of copies of the book autographed by the author were sent to all contestants who did not receive a cash prize.

To Promote Increased Production

The general subject of "Increased Production" is to be the principal topic before the eighth annual meeting of the Chamber of Commerce of the United States, which gathers at Atlantic City on April 27th, a subject in which the book-trade is as much interested as is any business of the country.

It is interesting to notice that special attention is being paid to the importance of business papers in creating better conditions, and a special session on this subject is to be held on Tuesday. Among those to address the Conference will be Mr. M. C. Robbins, of the Associated Business Papers, Inc., New York, who is to talk on "The Function of the Business Press in Its Relation to Trade and Industry." Another interesting topic is "The Relation of Efficient Retail Distribution to Increased Production." This is to be handled by Mr. Charles G. Phillips, President of *The Dry Goods Economist*, which paper has been publishing some very interesting material lately on books as department store merchandise.

Sale of Foreign Books

With our closer interest in Europe and increasing mercantile contact with South America, the number of people in this country who can read in French, Spanish and Italian is rapidly increasing, and the sales in this direction are spreading to centers other than the large cities. Mr. Ernest Eisele, head of the foreign book department of Brentano's, recently made a trip thru the Southern States and to the Pacific Coast to get closer in touch with these increasing markets, and his report of business done and connections established has been an interesting prophecy of increasing developments in this direction. An example of good trade business building is Brentano's classified list of selected Spanish books. It is an annotated catalog of both Spanish and Spanish-American literature, very admirably printed and classified, and it is a list which should make it easy for anyone to select from current or standard books in this field. The importance of Spanish-American literature has only lately been recognized, even in Spain, itself, but there is a rich and stimulating intellectual life in these republics, and a knowledge of this literature will better acquaint us with what goes on in the South.

IN THE FIELD OF THE RETAILER

Books for Store Circulation

T. S. da Ponte, of the American Library Association, points the way to progress for the ambitious in business. The way lies through the special business libraries created by many firms for the profit of the employees. The particular library from which the writer draws his illustrations is the library of R. H. Macy & Co., New York City. The article says:

The Macy library is a division of the Department of Training, the head of which is A. S. Donaldson. The Department of Training was inaugurated to teach the employees all angles of the business and particularly the technical side of any branch in which they were most interested.

Miss Margaret Lovell, the librarian, spoke with pride of the interest the Macy employees take in the firm's library, and how anxious they are for such books as will help them to advance in their particular lines. "But there are so many books on the subjects in which they are interested that it is sometimes difficult to select those that would serve them best."

The American Library Association list of 800 useful books, comprising the best on subjects in which her library patrons would be likely to be interested, Miss Lovell said would simplify her problem.

Here are some of the technical and business books which the American Library Association has listed, and which would be especially serviceable in a great merchandising establishment:

"Introduction to the Study of Textile Design," by A. F. Barker—especially valuable for the thoro understanding it affords of the operation of the loom and the science of cloth construction as necessary bases of successful design. "Cotton Textile Worker's Handbook," a reference handbook of practical information on spinning and weaving and on the calculations incidental to cotton manufacture, by the International Correspondence Schools. "Grammar of Textile Design," by P. H. Nisbet. "Economics of Business," by N. A. Brisco. "Applied Psychology," by H. L. Hollingsworth, which makes plain that to be a success or failure one must succeed in adjusting oneself to one's environments. "Getting the Most Out of Business," the fundamentals of organization, management and business policies and how they are applied, by E. S. Lewis. "How the World Makes Its Living," by L. G. McPherson. "Personal Efficiency in Business," by E. E. Purinton. "Influencing Men in Business," by W. D. Scott. "Psychology and the Day's Work," by E. J. Swift.

Some of the helpful books which the Macy organization now has in its commercial library are: "Principles of Business," by Gershtenberg; "Pep," by Hunter; "Industrial Organization and Management," by Diemer; "The Price of Inefficiency," by Koester;

"Building Newspaper Advertising," by Jason Rogers; "Short Cuts in Figures," by Collins; "Human Elements in Organization," by Meron; "Training a Salesman," by Maxwell; "Effective Business Letters," by Gardner; "Imagination in Business," by Deland; "Developing Executive Ability," by Gowin; "Principles of Salesmanship," by Whitehead; "Think," by Hunter; "Merchandising," by Douglas; "Modern Methods in the Office," by Barrett; "Manual of Successful Store-keeping," by Hotchkiss; "The Clock That Had No Hands," by Kaufman.

Retail Telephone Selling

The Magazine of Wall Street in their retail department has used an interesting form of publicity which they report has been very successful. One of their salesman is a trained librarian, with special knowledge of books on business. A card has been sent to five thousand business men in the immediate vicinity of their shop. At the top of this card is a picture of a young lady sitting at a telephone with pencil and pad in hand. At her left is the legend "Librarian Miss S here speaking. Broad 5793. Will you kindly be good enough to keep this card handy, so when you want books on business, finance and investment you can telephone me? I am a specially trained librarian in books on stocks, bonds, banking, business and finance. Any book of any publisher I can promptly supply you, if it is obtainable. When you think of books, think of me, please."

It is signed with a facsimile signature. On the reverse of the card is a specimen list of what they carry, some two dozen titles in different fields.

Basis of the Bonus

The Dry Goods Economist, in a recent number outlines a bonus plan in successful use for over a decade in a store in a small town in Illinois. The firm briefly considered two previous plans one, a percentage on each clerk's individual sales. This was soon discarded for fear poorer customers might be neglected, or clerks detailed to window trimming grow discontented. A second plan, to offer a percentage on the sales of individual departments, was likewise rejected, because the firm did not wish to focus on any one department. The plan which has worked very well was finally devised. The firm's purpose was to increase its business without creating harmful rivalry among its salespeople; hence its plan was so arranged that each one's share of the bonus money was increased by *every sale made*, no matter who happened to wait on the customer. Thus all the salespeople were encouraged to show greater efficiency in selling, and every one's efforts—or lack of effort—became a matter of concern to the entire staff.

AMONG THE PUBLISHERS

ADELAIDE MANOLA HUGHES, the wife of Rupert Hughes, makes her debut as a poetess in "Diantha Goes the Primrose Way," published this week by Harpers.

GROSSET AND DUNLAP will issue the first of May, in their popular reprint series, William Roscoe Thayer's "Life of Theodore Roosevelt."

THE New York courts have added another to the list of suppressed books, this time David Pinski's "Temptation," published by Brentano's. Mr. Pinski is the author of "Three Plays," published by Huebsch in 1918.

LITTLE, BROWN and Company publish this month the third volume in the *Green Meadow Series*, "Bowser the Hound" by Thornton Burgess.

AMONG ALL THE rose color promises of good things to come which Doran makes for April, the one we're most eager to realize was "written some years ago by the author," "The Explorer" by W. Somerset Maugham.

A NEW BOOK about Strindberg is on the lists of The Four Seas Company, and is to be published this coming month. It is "Strindberg The Man," by Gustav Uddgren, in a translation by Professor Axel J. Uppvall of Clark University. The book is combined biography and reminiscence.

CARL Sandberg, Chicago's own poet, tells how to get acquainted with Walt Whitman. He says that any man who wants to know Whitman need read only two books, "Leaves of Grass" and the Fitzgerald translation of Leon Bazalgette's remarkable biography which Doubleday, Page & Company published recently under the title, "Walt Whitman the Man and His Work."

Johan Bojer arrived in New York on the steamer Bergensfjord, Friday, April 9. Dr. Bojer recently decided that in view of his proposed lecture tour for the fall of this year, he would like to study in advance his American public. He will also complete the arrangements here for motion picture presentation of "The Great Hunger," and will read for the first time in English the translation of his biography that has been prepared by Elizabeth Jelliffe Macintire and Howard Willard Cooke. "Treacherous Ground" has just been published by Moffat Yard, and they will publish a new and revised edition of "The Power of a Lie," that won for the author the laurels of the French Academy in the early autumn and a biography by Karl Gad in the early fall.

RALPH D. PAINE, the author of "Ships Across the Sea" (Houghton Mifflin Company), gathered the material for his stories during many months spent as the guest of the British and American navies.

IN MAY the Century Company will publish the authorized biography of Adelina Patti, "The Reign of Patti." It will be written by Herman Klein, scholar and musical critic, and intimate friend of the singer.

A POPULAR-PRICED edition of "The Children's Blue Bird," by Georgette Leblanc, has just been issued by Dodd, Mead & Company. It contains all of the illustrations which appear in the more expensive edition.

THOMAS SELTZER has brought out a powerful novel by G. Colmore with the extremely well chosen title "The Thunderbolt." The book seems merely an extremely entertaining and well done picture of a conventional mother, her charming daughter, and their intimates in a quiet English small town, until the author hurls her "thunderbolt." Only when the lovely young heroine falls a victim to a revolting scientific experiment, does it appear that the novel is an arraignment against a system of education which fails to teach the facts of existence.

EDISON Marshall, the author of "The Voice of the Pack," which Little, Brown & Company have just published, is now one of the most sought after writers of wild-life stories, altho a few years ago he was unknown to magazine readers. Marshall is the son of a Forty-niner, he has lived in the mountains of Oregon and knows the animal life there.

"OPPORTUNITIES IN ENGINEERING," a new volume in the *Harper Opportunity Series*, appeared last week. The author, Charles M. Horton is a practising engineer who believes that success may be attained by the overalls route as well as by technical training. Other books in the *Harper Opportunity Series* are: "Opportunities in Farming," "Opportunities in Chemistry," "Opportunities in Merchant Ships," "Opportunities in the Newspaper Business," and "Opportunities in Aviation."

AN "AFTER-THE-WAR" BOOK which must not be confused with the left over "war" books is Philip Gibbs's long-awaited "Now It Can Be Told" (Harpers). The book takes its title from the startling revelations that the famous war correspondent is now able to make uncensored for the first time. While Mr. Gibbs as a correspondent pictured the panorama of war day by day—as far as he was permitted—he now presents the phases of the pictures that were barred by the censor.

CHANGES IN PRICES

DOUBLEDAY PAGE & COMPANY

Cave, The Boy's Camp Book and The Boy Scout's Hike Book, \$1.00.

Watson, "The Dog Book," \$5.00.

Hereafter, the discount on all orders for the Pocket Edition of Kipling's Works (leather) will be 1-3 regardless of quantity. This measure is unavoidable, because of greatly increased costs in book making.

CHARLES SCRIBNER'S SONS

Effective immediately

J. C. Van Dyke, The Grand Canyon of the Colorado, \$2.50.

J. C. Van Dyke, American Painting and Its Tradition, \$3.00.

J. C. Van Dyke, The Desert, 8vo., \$3.00.

J. C. Van Dyke, The Mountain, \$2.00.

J. C. Van Dyke, What is Art? \$1.50.

J. C. Van Dyke, Studies in Pictures, \$2.50.

J. C. Van Dyke, The Opal Sea, \$2.00.

J. C. Van Dyke, The Meaning of Pictures, \$2.50.

J. C. Van Dyke, The Desert, 12mo., \$2.00.

J. C. Van Dyke, Nature for Its Own Sake, \$2.00.

J. C. Van Dyke, Art for Art's Sake, \$2.50.

Hudson Stuck, A Winter Circuit of Our Arctic Coast, \$6.00.

Hudson Stuck, Voyages on the Yukon and Its Tributaries, \$6.00.

Hudson Stuck, The Ascent of Denali, \$2.00.

JOHN WILEY & SONS, Inc.

Peele's Mining Engineer's Handbook, one-volume edition, from \$6.00 to \$7.00 net. The two-volume edition, just issued, sells for \$8.00 net, complete.

Obituary

The sudden death on ship board has been reported of Mrs. William L. Butler of Wilmington, Delaware. Mr. and Mrs. Butler were on a trip around the world and were approaching Honolulu. Mr. Butler had retired last year from the book business and was well-known to all the book-trade, having served for four years as president of the American Booksellers' Association.

CORRESPONDENCE

To the Editor of PUBLISHERS' WEEKLY:

I was very much interested this afternoon in the "Anecdotes of G. D. Smith" by Belden L. Day, printed in the PUBLISHERS' WEEKLY for April 10, 1920.

Later in the afternoon I ran across a note with reference to the Leon Brothers in the *Bookmart* for July, 1886, on page 69. This note says that there were three brothers, that they were Polish and that Leon was the Christian name of one of them.

Yours sincerely,

CHARLES N. BAXTER,
Librarian.

April 16, 1920.

Bookshop for Sportsmen

A book business of a special and most interesting character has been developing during the last two years in the great sporting goods shop of Abercrombie & Fitch Company at Madison Avenue and Forty-fifth Street, New York. This company, with its customers

scattered thruout the world and visiting customers from every direction, has had a wonderful opportunity to serve a public with a special group of books, and they have turned over to Mrs. Mary Nebon a section of the mezzanine floor in which to develop a bookroom for the sportsman and to build up a mail order business in the field of camping, fishing and shooting and all the various aspects of outdoor life. The department has gathered a full collection of books and has already found a large circle of buyers dependent on its suggestions and collections. To this stock have been added a few titles of fiction for vacation reading and a selection of young people's outdoor books, so that customers passing thru can fully meet their vacation needs. As the firm has a remarkable mail order list developed in its business, the possibilities of selling by mail are very unusual. By means of such specialty shops as this the book market can be expanded in new directions.

Personal Notes

MR. E. B. CALLAHAN of Macmillan's has started on a trip to China in the firm's interests.

FRANK C. DODD of Dodd, Mead & Company has just returned from a trip to England with reports of growing activity among the publishers there. He had interesting visits with Archibald Marshall, Maurice Hewlett, Oliver Onions, Berta Ruck, Horace Annesley Vachell, W. B. Maxwell, Olive Wadsley, Mrs. Belloc-Lowndes and Mrs. Humphry Ward. Mr. Dodd saw Mrs. Ward a week before her death at which time she seemed to be in good health. He reports that "Harvest," just published by his firm, will be Mrs. Ward's last novel as she had no other story under way.

MAJ. GEORGE HAVEN PUTNAM has sailed this week on his annual spring visit to the London headquarters of the firm.

SIDNEY WILLIAMS, well known to the whole realm of bookdom as a publisher and writer, has gone to take charge of the "Book Page" of the Philadelphia *North American*.

FRANK WISE, President of the Macmillan Co. of Canada, was one of the principal speakers at the meeting of the Ontario Library Association at Ottawa on April 5th. His subject was "The Public Library from the Publisher's Point of View," and he emphasized the importance of the library in obtaining broad success for any book.

Business Notes

NEW YORK CITY.—The D. Van Nostrand Company will, after May 1, occupy its new store at 8 Warren Street.

THE WEEKLY RECORD OF NEW PUBLICATIONS

This list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth. Imprint date is stated for best available date, preferably copyright date, in brackets only when it differs from year of entry. Copyright date is stated only when it differs from imprint date; otherwise simply "c." No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25cm.); D. (12mo: 20cm.); S. (16mo: 17½cm.); T. (24mo: 15cm.); Tt. (32mo: 12½cm.); Ff. 48mo: 18cm.); sq., obl., nor., designate square, oblong, narrow.

Allen, Roland, and Cochrane, Thomas

Missionary survey as an aid to intelligent co-operation in foreign missions. 22+183 p. D N. Y., Longmans \$2.40 n.

Points out the necessity of a general world missionary survey.

Applegarth, Margaret Tyson

The school of mother's knee (a book of world wide playtimes). 249 p. il. D [c. '19] Chic., Woman's Am. Bapt. Foreign Mission Soc., 16 N. Wabash Ave. \$1.50 n.

Suggestions for children's playtimes.

Armfield, Maxwell

The syntax of art. bk. 4, Rhythmic shape; a text-book of design. 63 p. il. O Berkeley, Cal., Greenleaf Press bds. \$2 n.

Deals with ways of combining elements in a design.

Aspley, John Cameron

Field tactics for salesmen; a review of actual plans and methods successfully used by salesmen in all lines of business to organize a territory, handle balky buyers, meet common objections and conserve time. Pocket ed. 112 p. S c. [Chic., Dartnell Corp., Transportation Bldg.] bds. \$1 n.

Atkins, Henry Gibson, and Hutton, H. L.

The teaching of modern foreign languages in school and university. 8+246 p. D (Modern educator's lib.) N. Y., Longmans \$1.90 n.

Babson, Roger Ward

A Central American journey. 9+219 p. il. maps D (Interamerican geographical readers) c. Yonkers-on-Hudson, N. Y., World Bk. Co. \$1.20

Barwick, George Frederick

Pocket dictionary of the Spanish-English and English-Spanish languages, commercial, technical and conversational. 2 v. in 1. 2d ed. 822 p. D Milwaukee, C. N. Caspar Co. bds. \$1.50 n.

Begbie, Harold

The life of General William Booth, the founder of the Salvation Army. 2 v. 15+446; 15+465 p. pls. pors. facsm. O c. N. Y., Macmillan \$10.50 n.

Account of the life and work of one of the world's greatest spiritual leaders.

Bellairs, Carlyon

The battle of Jutland; the sowing and the reaping. 15+312 p. il. plans O [N. Y., Doran] \$5 n.

Critical survey of the British naval preparations for the destruction of the German navy and the opportunity given to Lord Jellicoe at the battle of Jutland. Index.

Berlitz, Maximilian Delphinus

I verbi appresi mediante la conversazione. 4+125 p. D c. Berlitz School of Languages, 30 W. 34th St. \$1

Ambris, Alceste de

Italy and Jugo-Slavia. 16 p. maps O '19 Chic., Italian Chamber of Commerce [1613 Masonic Temple] pap.

American Expeditionary Forces. 82nd Division

Official history of the 82nd division. American expeditionary forces; "all American" division; written by divisional officers designated by the division commander. 1917-1919. 7+310 p. pls. pors. maps D [c. '19] Indianapolis, Bobbs-Merrill \$1.75 n.

Bachofen, Charles Augustine

A commentary on the new code of canon law. v. 1. Introduction and general rules. 3d ed. 8+184 p. D St. Louis, Herder \$1.25 n.

Bartholomew, Ralph I.

Greenwich Village. 32 p. il. O (Champion monographs) c. N. Y., Champion Coated Paper Co. pap. gratis

Bartlett, Willard, and others

The after-treatment of surgical patients. 2 v. 1066 p. (bibls.) il. O c. St. Louis, Mosby \$10 n.

Bartsch, Paul

Experiments in the breeding of Cerions. 55 p. 59 pls. tabs. Q (Publication 282) Wash., D. C., Carnegie Inst. pap. \$3

Beck, Joseph Carl, and Frank, Ira

A stereoscopic atlas of plastic surgery of the face, head, and neck, with case reports. 131 p. (bibls.) il. atlas of 107 pls. S '19 c. '20 St. Louis, Mosby, \$7 n.

Bloomfield, Daniel, comp. and ed.

Selected articles on problems of labor; with an introd. by Meyer Bloomfield. 21+436 p. (10½ p. bibl.) D (Handbook ser.) N. Y., H. W. Wilson Co. \$1.80 n.

Bryce, Catherine Turner

The light; an educational pageant. 56 p. D c. Bost., Atlantic Monthly Press pap. 65 c. n.

Bryce, James Bryce, Viscount

World history. 27 p. O (British Academy. Raleigh lecture) N. Y., Oxford Univ. pap. 90 c.

Burns, Cecil Delisle

Political ideals; an essay. 3d ed. 357 p. S N. Y., Oxford Univ. \$1.80

Cabell, James Branch

The cream of the jest; a comedy of evasions. [2d ed.] 15+280 p. D '20 c. '17 N. Y., McBride \$2 n.

Cain, John Cannell

The chemistry and technology of the diazo-compounds. 2d ed. 11+199 p. O [N. Y., Longmans] \$4.20 n.

Campbell, Henry Colin

How to use cement for concrete construction for town and farm; including formulas, drawing and specific instruction to enable the reader to construct farm and town equipment; an ideal book for agricultural schools. 380 p. il. diagrs. D [c. '20] Chic., Stanton & Van Vliet \$2

Canfield, Harry S.

The world war; a pictorial history; and an article on the American expeditionary forces, by John J. Pershing; containing a rare and elaborate collection of photos from every source, de luxe colorgravures of the war leaders and intense situations and other views, also maps of the continents and the individual countries affected by the war and the formation of new nations. 320 p. Q '19 c. N. Y., B. C. Forbes Pub., 299 Broadway \$3

Cave, Sydney

Redemption, Hindu and Christian. 12+264 p. D. (Religious quest of India ser.) N. Y., Oxford Univ. \$5.25 n.

Chapin, Anna Alice

Jane. 4+363 p. D c. N. Y., Putnam \$1.75 n.
Story of a little Irish girl, turned out by her step-father, who joins a theatrical troupe and later becomes a successful actress.

Clark, Frank H.

Over blazed trails and country highways; the story of a midsummer journey. 146 p. D '19 c. Lisle, N. Y., W. M. Storrs \$1 n.

Cockerell, Theodore Dru Alison

Zoölogy; a textbook for colleges and universities. 11+558 p. il. pors. O (New world science ser.) c. Yonkers-on-Hudson, N. Y., World Bk. Co. \$3 n.

Colvin, Fred Herbert, and Stanley, Frank Arthur

American machinists' handbook and dictionary of shop terms; a reference book of

Besredka, Alexandre

Anaphylaxis and anti-anaphylaxis, and their experimental foundations; with a preface by E. Roux. English ed. by S. Roodhouse Gloyne. 13+143 p. O c. St. Louis, Mosby \$2.25 n.

Blachly, Clarence Dan

The treatment of the problem of capital and labor in social-study courses in the churches. 8+90 p. O [20] Chic., Univ. of Chic. pap. 50 c. n.

Bonaventura, Saint, originally Giovanni Fidenza, Cardinal, Bp. of Albano

The virtues of a religious superior (De sex alis seraphim); instructions by the Seraphic doctor, St. Bonaventure; tr. from the Latin by Fr. Sabinus Mollitor. 112 p. D St. Louis, Herder 60 c. n.

Borglum, Gutzon

Public confidence, the basis of suffrage. 16 p. O N. Y. [Gutzon Borglum, 136 E. 38th St.] pap.

Boston. Statistics Department, comp.

Boston statistics, 1919, with memorable sites and buildings, etc. 79 p. S '19 Bost. [Statistics Dept., 73 City Hall] pap. gratis

The municipal register for 1919. 318 p. pors. chart fold. map tabs. O '19 Bost., [Statistics Dept.] pap. gratis

Bradley, Henry

Sir James Murray, 1837-1915; memoir. 7 p. O (British Academy pubs.) N. Y., Oxford Univ. pap. 70 c.

British Academy

Proceedings. v. 6, 1913-14; v. 7, 1915-16. 538; 592 p. O N. Y., Oxford Univ. ea. \$4.50

Brown, Alexander, & Sons, Baltimore

Handy-digest, federal income tax, 1920 ed.; a man-

ual for individuals; including corresponding text of the law. 52 p. O [c. '20] Balt., Alex. Brown & Sons pap. gratis

Brown, Rome G.

Americanism vs. socialism; address before the Middlesex County bar association, December 23, 1919. 32 p. O Minneapolis, R. G. Brown, 1000 Metropolitan Life Bldg. pap. 6 c.

Industries and the state under socialism; address before the National conference of state manufacturers associations at St. Louis, Missouri, Feb. 14, 1919. 4th ed. 21 p. O [19] Minneapolis, R. G. Brown pap. gratis

Brundage, Albert Harrison

A manual of toxicology; a concise presentation of the principal facts relating to poisons, with detailed and descriptive directions for the treatment of poisoning, a table of doses of the principal and many new remedies and various statistical tables. 444 p. il. fold. tab. D c. Brooklyn, N. Y., Henry Harrison Co., 70 Linden St. \$3

Carnegie Institution of Washington

Contributions to embryology. v. 9, nos. 27 to 46. A memorial to Franklin Paine Mall. 554 p. (bibls.) il. pls. por. tabs. (Publication 272) Wash., D. C., Carnegie Inst. pap. \$18

Church, A. H.

The building of an autotrophic flagellate. 28 p. Q (Botanical memoirs no. 1) N. Y., Oxford Univ. pap. 90 c.

Thalassiphyta and the subaerial transmigration. 95 p. Q (Botanical memoirs no. 3) N. Y., Oxford Univ. pap. \$1.60

machine shop and drawing room data, methods and definitions. 3d ed., thoroughly rev. and enl. 26+758 p. il. tabs. diagrs. S N. Y., McGraw-Hill \$4

Corrugated Bar Company, Buffalo

Useful data on reinforced concrete buildings for the designer and estimator. 216 p. tabs. diagrs. D '19 c. Buffalo, N. Y., Corrugated Bar Co. leath. \$2.50 n.

Covert, William Chalmers, D. D.

New furrows in old fields; a present day outlook on the opportunities for faith and work. 206 p. D [c. '20] N. Y., Doran \$1.50 n.

Emphasizes the necessity of the Gospel in social and industrial life.

Crowther, Samuel

Common sense and labor. 5+284 p. D c. Garden City, N. Y., Doubleday, Page \$2 n.

Study of the present labor situation.

Cyclopedia of applied electricity; a general

reference work on direct-current generators and motors, alternating-current machinery, armature winding, storage batteries, interior electric wiring, electric lighting, meters, industrial controllers, electric railways, railway signaling and car lighting, power stations, switchboards, transmission and distribution systems, electro-chemistry, welding, etc., prepared by a corps of electrical experts, engineers, and designers of the highest professional standing; il. with over 2000 engravings. [New ed.] 8 v. pl. (part fold.) diagrs. (part fold.) O '20 c. '19 Chic., Am. Technical Soc. \$29.80 n.

Earlier editions published by the American School of Correspondence, Chicago.

Decker, Wilbur F.

The story of the engine; from lever to liberty motor. 277 p. front. il. diagrs. O c. N. Y., Scribner \$2 n.

Describes the earliest mechanical devices and gives a history of the development of the engine from Watt's beginnings with the steam engine down to the complicated locomotive, marine, automobile and airplane engines of the present day.

Dennett, Tyler

A better world. 173 p. D [c. '20] N. Y., Doran \$1.50 n.

Study of the religious resources for the preservation of peace.

Derbyshire, Henry James

Origin of mental species; an investigation into the origin, growth, development and variation of mental species with especial reference to their relation to the absolute and its

adaptation to human usefulness. 370 p. D '19 c. Flint, Mich., H. J. Derbyshire [417 Dryden Bldg.] \$2

Study of the evolution of mind and its relation to human life and thought.

Dodge, Louis

Whispers. 261 p. D c. N. Y., Scribner \$1.75 n.

Detective story in which "Whispers," a newspaper man, solves a murder-mystery in two days' time.

Doyle, Sir Arthur Conan

A history of the great war. v. 6, The British campaign in France and Flanders, 1918, July to November. 9+325 p. fold. maps O [c. '20] N. Y., Doran \$3 n.

Dreer, Herman

The immediate jewel of his soul; a romance. 317 p. pls. D c. St. Louis, St. Louis Argus Pub., 2341 Market St. \$1.50 n.

Duell, Prent

Mission architecture as exemplified in San Xavier del Bac; including a complete list of the missions in the Southwest; also a bibliography of the manuscripts and works pertaining to the subject. 10+135 p. (3 p. bibl.) il. plans O '19 c. Tucson, Ariz., Ariz. Archaeological & Historical Soc. \$2.25

Dunsany, Edward John Moreton Drax Plunkett, Lord

Nowadays, [New ed.] 29 p. S (Seven arts ser.) '20 c. '18 Bost., Four Seas bds. 75 c.

Elder, Benedict

A study in socialism. 2d ed. 24+328 p. D St. Louis, Herder \$1.25 n.

Elliott, Ernest Eugene

How to advertise a church. 93 p. front. il. D [c. '20] N. Y., Doran \$1.50 n.

Suggestions and methods for giving publicity to each department of the church.

Evans, Elida

The problem of the nervous child; introd. by C. G. Jung. 8+299 p. O c. N. Y., Dodd, Mead \$2.50 n.

Study of the important part played in the present life of the adult by a mentally unwholesome environment in which the individual lived as a child.

Faris, John Thomson

On the trail of the pioneers; romance, tragedy and triumph of the path of empire. 319 p. (6 p. bibl.) pls. maps O [c. '20] N. Y., Doran \$5 n.

Account of the pioneers of America and of their emigration from the country east of the Alleghenies into the great west.

Cooper, Jeanette Wheeler

The hidden treasure of Mokoloho; this story is written from the time when Dr. Livingston and H. Stanly explored North Africa. 9+49 p. O c. '19 Chic., John Cremer, 1621 Larrabee St.

Crile, George Washington, M.D., and Lower, William Edgar, M.D.

Surgical shock and the shockless operation thru

anoci-association. 2d ed. of "Anoci-association," thoroly rev. and rewritten. Ed. by Amy F. Rowland. 272 p. il. pls. (part col.) charts diagrs. O c. Phil., Saunders \$5 n.

Denham, H. J.

Gossypium in pre-Linnaean literature. 24 p. Q (Botanical memoirs no. 2) N. Y., Oxford Univ. pap. 90 c.

Flower, Jessie Graham

Grace Harlowe overseas. 255 p. front. D (Grace Harlowe overseas ser.) [c. '20] Phil., H. Altamus Co. \$1

Fronto, Marcus Cornelius

The correspondence of Marcus Cornelius Fronto; with Marcus Aurelius Antoninus, Lucius Verus, Antoninus Pius and various friends; ed. and for the first time tr. into English by C. R. Haines. 2 v. v. 1. 54+309 p. front. S (Loeb classical lib.) '19 N. Y., Putnam \$2.25 n.; leath. \$3 n.

Gooch, George Peabody

Germany and the French revolution. 6+543 p. O N. Y., Longmans \$5.50 n.

Study of the repercussion of the French Revolution on the mind of Germany. Index.

Goode, William T.

Bolshevism at work. 143 p. D c. N. Y., Harcourt, B. & H. pap. \$1 n.

Studies of the working of the government in Soviet Russia.

Gordon, Benjamin Lee

New Judea; Jewish life in modern Palestine and Egypt. 257 p. pls. pors. map O '20 c. '19 Phil., J. H. Greenstone \$3 n.

Gray, Joslyn

The January girl. 211 p. pls. D c. N. Y., Scribner \$1.50 n.

Story of a city girl's struggle against prejudice in a conservative little New England town.

Halsey, Frederick Arthur

The metric fallacy; an investigation of the claims made for the metric system and especially of the claim that its adoption is necessary in the interest of export trade. 2d ed., rewritten. 9+229 p. O c. '04-'19 N. Y., American Institute of Weights and Measures, 115 Broadway \$2

Fjeldsted, Ezra James, and Potter, Ermine Lawrence

Finishing pigs for market. 15 p. tab. O (Agric. Exper. Station bull. 165) '19 Corvallis, Ore., Ore. Agric. Exper. Station pap.

Folk, David Henry

Resurrection and other truths explained. 50 p. O [c. '19] Teague, Tex., D. H. Folk pap. 50 c.

Freeman, Otis W.

Geography and geology of Fergus County. 71 p. il. map O (Fergus County high school bull. 2) '19 Lewistown, Mont., Fergus Co. High School pap. gratis

Galbreath, Charles Burleigh

The crimson flower, In Flanders fields, an answer, and other verse. 59 p. S '19 c. Columbus, O., C. B. Galbreath, 223 Tulane Road pap. 50 c. n.

Girardey, Ferreol, Archbp.

Qualities of a good superior. 3d ed. 17+295 p. D St. Louis, Herder \$1.25 n.

Grant, George

Verses; children and companions of my idle hours. 61 p. mounted por. O [c. '19] [Saginaw, Mich., George Grant, 609 Eddy Bldg] pap. \$2

Green, Thomas Henry, M.D.

Manual of pathology and morbid anatomy. 12th ed. 618 p. il. O '18 Chic., Chic. Medical Bk. Co., 435 S. Honore St. and 29 E. Madison St. \$7 n.

Hamilton, Cosmo

His friend and his wife; a novel of the Quaker Hill colony; with il. by Robert W. Stewart. 303 p. pls. D c. Bost., Little, Brown \$1.75 n.

Story of the wealthy Quaker Hill colony in Connecticut and the far-reaching results of an infraction of the social code.

Hamilton, Edward Montague

Manual of cyanidation. 15+277 p. il. tabs. diagrs. D N. Y., McGraw-Hill \$3

Hamilton, Harold Francis

The people of God; an inquiry into Christian origins. One volume ed. 39+261+5+252 p. O N. Y., Oxford Univ. \$4.75

Harding, Mrs. Adelaide Mathews [Mrs. George F. Harding]

Italy and Austria; a contrast, the unification of Italy, the military violence of Austria against Italy. 244 p. D [c. '19] Chic., Ralph Fletcher Seymour, Fine Arts Bldg. \$1.75

Hawkes, Clarence

Trails to woods and waters; il. by Charles Copeland. 333 p. pls. D [c. '20] Phil., Jacobs \$1.60

Stories of little and big animals.

Herbertson, Mrs. Fanny Louisa Dorothea Richardson

The Clarendon geography. pt. 3. Europe. 3d ed., rev. by O. J. R. Howarth. 380 p. il. col. maps D N. Y., Oxford Univ. 80 c.

Hill, J. Arthur

Psychical miscellanea; being papers on psychical research, telepathy, hypnotism, Christian Science, etc. 118 p. D N. Y., Harcourt, B. & H. \$1.35 n.

Partial contents: Death; If a man die, shall he live again?; The evolution of a psychical researcher; The truth about hypnotism; Religious belief after the war.

Hallock, Edward F.

Ford text book, a complete encyclopedia on the principles of operation, construction, care, adjustment and repair of the Ford automobile. 226 p. il. S '19 c. Cin., O., American Automobile Digest [Butler Bldg.] \$1 n.

Harker, Oliver Albert

Illinois annotated statutes. 4 v. '19 Chic., T. H. Flood & Co., 214 W. Madison St. \$40

Hawley, John Gardner

Law of arrest, by James A. Scott. 3d ed. Chic., Flood \$1.50

Henry, Rev. John

The sacrifice of the mass. 62 p. D St. Louis, Herder pap. 15 c.; per doz. \$1.35 n.

Heyns, W.

Het ouderlingschap (The office and duties of elders). 170 p. O Grand Rapids, Mich., Eerdmans-Sevensma Co., 208 Pearl St. \$1.50 n.

Hirschman, Louis Jacob

Handbook of diseases of the rectum; with 223 il. mostly original, and four col. pls. 3d ed., rev. and rewritten. 378 p. O St. Louis, Mosby \$5

Hocksema, Rev. H.

Domine kouwenaar of zedelijk dualisme (A drama on moral dualism). 87 p. D '19 Grand Rapids, Mich., Eerdmans-Sevensma Co. bds. 75 c.

Hoffmann, F.

Pocket dictionary of the German-Hungarian and Hungarian-German languages. 2 v. in 1. 2d ed. 796 p. D Milwaukee, C. N. Caspar Co. bds. \$1.75 n.

Holtze's Pocket dictionary of the Dutch-English and English-Dutch languages. 2 v. in 1. 830 p. D Milwaukee, C. N. Caspar Co. bds. \$1.75 n.

Homer

The Odyssey; with an English tr. by A. T. Murray. 2 v. v. 2. 5+455 p. S (Loeb classical lib.) '19 N. Y., Putnam \$2.25 n.; leath. \$3 n.

Hunter, George McPherson

When I was a boy in Scotland. 159 p. il. D (Children of other lands books) c. Bost., Lothrop, Lee & Shepard Co., 93 Federal St. \$1 n.

Husted, Lillia Shaw

The bride in black. 247 p. front. D c. Bost., Four Seas \$1.60 n.

Story of a masked bride who runs away on the night of her wedding.

James, William R.

Barrage fire Barnes of the field artillery; il. by Arthur O. Scott. 281 p. pls. D (With the stars and stripes over there ser.) [c. '19] N. Y. [Hurst & Co., 114 E. 23d St.] \$1 n.

Gunpointer Stewart of the Naval militia; il. by Arthur O. Scott. 287 p. front., pls. D (With the stars and stripes over there ser.) [c. '19] N. Y. [Hurst] \$1 n.

Jepson, Edgar

Pollyooly dances. 266 p. D c. N. Y., Duffield pap. \$1.25 n.

New Pollyooly book in which Pollyooly falls in love.

Kasproicz, E.

Manual of German and Polish conversation. 4th ed. 425 p. D Milwaukee, C. N. Caspar Co. \$1.25 n.

Kelley, Ethel May

Outside Inn! with front. by W. B. King. 310 p. D [c. '20] Indianapolis, Bobbs-Merrill \$1.75 n.

Story of a girl who runs a restaurant not as a money-making institution but for the good of humanity.

Kellogg, John Harvey, M. D.

The health question box; or, A thousand

and one health questions answered. [New ed.] 907 p. pls. O c. '17-'20 Battle Creek, Mich., Modern Medicine Pub. \$4.25 n.; ¾ leath. \$5.25 n.

Lamkin, Nina B.

The passing of the kings; a pageant; il. of costumes in col. by Buckton Nendick. 86 p. pls. O [c. '20] Chic., Denison bds. \$2

Landrum, Grace Warren

Charlotte. 95 p. pors. D [c. '19] N. Y., Doran \$1 n.

Biography of a young girl.

Lane, Mrs. Anne W., and Beale, Mrs. Harriet S. Blaine

To walk with God; an experience in automatic writing. 8+120 p. D (Deeper issue ser.) c. N. Y., Dodd, Mead bds. \$1.25 n.

Spiritualistic messages.

Lardner, Ring W.

The young immigrants; by Ring Lardner, jr.; with a preface by the father; pors. by Gaar Williams. 86 p. il. D [c. '20] Indianapolis, Bobbs-Merrill bds. \$1 n.

Story of an automobile trip from Goshen, Indiana, to Greenwich, Connecticut, purporting to be written by four year old Ring Lardner, jr.

Lasance, Rev. Francis Xavier, ed.

Reflections for religious. 591 p. front. S c. N. Y., Benziger \$2 n.

Leach, Albert Ernest, and Winton, Andrew Lincoln

Food inspection and analysis. 4th ed., rev. and enl. 19+1090 p. il. Q N. Y., Wiley \$8.50 n.

Leblanc, Maurice

The secret of Sarek; tr. by Alexander Teixeira de Mattos. 372 p. il. D [c. '20] N. Y., Macaulay Co. \$1.75 n.

Mystery story dealing with Arsene Lupin of author's earlier books.

Lenne, Nels Johann, and Jenkins, Frances

Applied arithmetic, the three essentials. Bk. 1-3. 3 v. il. diagrs. D (Lippincott's school text ser.) D c. '19-'20 Phil., Lippincott bk 1, 72 c.; bk. 2, 80 c.; bk. 3, 88 c.

Le Queux, William

The doctor of Pimlico; being the disclosure of a great crime. 322 p. front. D [c. '20] N. Y., Macaulay Co. \$1.75 n.

Detective story in which a practicing surgeon proves to be a master criminal at the head of an international band of outlaws.

Joslyn, Rodolphus Walte

Illinois criminal law. 2d ed. Chic., Flood \$10

Knap, J. J.

In de velden van efrata; stichtelijke overdenkingen voor de huiskamer (Meditations for the home). 200 p. D '19 Grand Rapids, Mich., Eerdmans-Sevensma Co. bds. 75 c.

Kraepelin, Emil

Dementia praecox; English tr. by R. Mary Barclay, from the 8th German ed. of the text book of

psychiatry. v. 3, pt. 2, Section on endogenous dementias; ed. by George M. Robertson. 311 p. il. O '19 Chic., Chic. Medical Bk. Co. \$5 n.

Kurkjian, Vahan M.

The Armenian kingdom of Cilicia. 24 p. il. D '16 N. Y., V. M. Kurkjian, 287 Fourth Ave. pap.

Lilly, Eli, and Company

Handbook of pharmacy and therapeutics. 6th revision. 279 p. il. col. pls. Q [c. '19] Indianapolis, Eli Lilly & Co. gratis to physicians and druggists

Lincoln, Joseph Crosby [Joe Lincoln, pseud.]

The Portygee; a novel; front. [in col.] by H. M. Brett. 361 p. D [c. '19-'20] N. Y., Appleton \$2 n.

Albert Speranza, suddenly left an orphan, has to leave an exclusive boarding school and take up life with his Cape Cod grandparents of whom he had never heard. Story follows his adjustment to village life and shows how he finally proves his true worth.

Lind, Wallace L.

Internal-combustion engines; their principles and application to automobile, aircraft and marine purposes. 5+225 p. il. diagrs. O [c. '20] Bost., Ginn \$2.20

Lindsay, Maud McKnight

Bobby and the big road; a book for little readers. 112 p. il. D c. Bost., Lothrop, L. & S. \$1.50 n.

Louis, Henry, and Caunt, George William

Tacheometer tables. no paging O '19 N. Y., Longmans \$3.50 spec. n.

Lucas, A.

Legal chemistry and scientific criminal investigation. 8+181 p. O N. Y., Longmans \$3.40 n.

Author is director, Government analytical laboratory and assay office, Cairo.

McAfee, Cleland Boyd

The Christian faith and the new day. 74 p. S c. N. Y., Macmillan bds. 90 c. n.

Exposition of the demands made today on theology which call for reconstruction along certain lines.

McGovney, Dudley Odell

Stories of long ago in the Philippines. Rev. ed. 128 p. il. maps O (Philippine education ser.) '19 c. Yonkers-on-Hudson, N. Y., World Bk. Co. 60 c.

Mackall, Lawton

Scrambled eggs; with il. by Oliver Herford. 63 p. pls. D [c. '20] Cin., Stewart & Kidd Co. [121 Government Square] bds. \$1.25 n.

Barnyard burlesque by the managing editor of Judge.

McKishnie, Archie P.

A son of courage. 284 p. front. il. D [c. '20] Chic., Reilly & Lee \$1.75 n.

Story having as a background a pioneer settlement on the north shore of Lake Erie, in the early days of the development of the Canadian oil fields.

Marshall, Archibald

Many Junes. 316 p. D c. N. Y., Dodd, Mead \$2 n.

Novel written some years ago and now published for the first time in this country.

Mathews, Basil Joseph, ed.

Essays on vocation. 128 p. D N. Y., Oxford Univ. \$1.75 n.

Essays by H. W. Davies, Sir William Osler, J. L. Paton, Sir Ernest Pollock and others.

Maugham, William Somerset

The explorer. 297 p. D [c. '07-'09] N. Y., Doran \$1.90 n.

Republication of a novel written a number of years ago.

Mead, George Whitefield

The great menace; Americanism or Bolshevism? 9+153 p. D c. N. Y., Dodd, Mead \$1.25 n.

Interpretation of the forces in the United States that are working for the overthrow of government and religion.

Merlant, Capt. Joachim

Soldiers and sailors of France in the American war for independence (1776-1783); tr. from the French by Mary Bushnell Coleman. Authorized ed. 17+213 p. pors. O c. N. Y., Scribner \$2 n.

Founded on memoirs, diaries, personal letters of the men who fought with us and from war documents of the day.

Miln, Louise Jordan [Mrs. George Crichton Miln]

Mr. Wu; based on the play "Mr. Wu" by H. M. Vernon and Harold Owen. 314 p. D N. Y., Stokes \$1.75 n.

Depicts the conflict between Eastern and Western natures by telling the story of a wealthy Chinese mandarin whose education is European but whose mind is distinctly Chinese.

Mirza, Youel Benjamin

When I was a boy in Persia. 208 p. il. D (Children of other lands books) c. Bost., Lothrop, L. & S. \$1 n.

Mitchell, Roy

Shakespeare for community players; il. by J. E. H. Macdonald. 12+142 p. il. O '19 N. Y., Dutton \$2.50 n.

Intended as a guide for the amateur actor and stage manager of Shakespeare plays. Author is director of Hart House Theatre, University of Toronto.

Moesch, F., and Diercks, G.

Pocket dictionary of the Spanish-German and German-Spanish languages. 2 v. in 1. 2d ed. 940 p. D Milwaukee, C. N. Caspar Co. bds. \$1.75 n.

MacDougal, Daniel Trembly

Hydration and growth. 6+176 p. (2½ p. bibl.) il. O (Publication 297) Wash., D. C., Carnegie Inst. \$3

Macfadden, Bernarr Adolphus

The milk diet: how to use it. 40 p. O Milwaukee, C. N. Caspar Co. pap. 60 c. n.

Manning, Earl Grosvenor

The human asset in business; a comprehensive treatment of the uses by which life insurance is stabilizing business by capitalizing the property value of a human life to an organization. various paging pls. O c. Bost., E. G. Manning, 30 State St.

Maxon, Earl Terry

Soil survey of Yates County, New York. 45-80 p. fold map (in pocket) O (Cornell extension bull. 32) '19 Ithaca, N. Y., N. Y. State Coll. of Agric., Cornell Univ. pap. gratis

Meldrum, Andrew Norman

The development of the atomic theory. 13 p. O N. Y., Oxford Univ. pap. 40 c.

Miller, Emerson Romeo

A chemical investigation of the volatile oils of some species of the genus *Pycnanthemum* Michx. 59 p. diagr. O Minneapolis, Univ. of Minn. pap. 50 c.

Molière, Jean Baptiste Poquelin

Les femmes savantes; ed. with an introd. and notes by C. H. C. Wright. 14+144 p. D (Oxford French ser. by American scholars) N. Y., Oxford Univ. \$1

Moore, Frederick Ferdinand

Sailor girl. 7+337 p. D c. '16-'20 N. Y., Appleton \$1.75 n.

Romance of the China Seas in which piracy, treachery and a theft of pearls play a prominent part.

Moulton, John Fletcher Moulton, Lord

Science and war; the Rede lecture, 1919. 59 p. D '19 [N. Y., Putnam] pap. 80 c. n.

Muntsch, Rev. Albert

The pilgrimage of life; helps for the Christian wayfarer. 2d ed. 8+219 p. D St. Louis, Herder \$1 n.

New York [City] Public Library

Druids and Druidism; a list of references comp. by George F. Black. 16 p. Q N. Y., Pub. Lib. pap. 5 c. n.

Newton Theological Institution

The Newton chapel; chapel talks by members of the faculty of the Newton Theological Institution. 277 p. D [c. '20] Phil. [Am. Bapt. Publication Soc.] \$1.50 n.

Collection of chapel service addresses given during the year 1918-19.

Och, Rev. Joseph Tarcisius

A primer of political economy in catechism form: questions and answers, being a synopsis of lectures on political economy as delivered in the Pontifical college Josephinum, first volume of a series on the social sci-

ences. 8+170 p. O [c. '20] Columbus, O., Josephinum Press \$1

O'Donnell, Elliot

The menace of spiritualism; with a foreword by Father Bernard Vaughan. 12+206 p. D [c. '20] N. Y., Stokes \$1.50 n.

Discussion of spiritualism as practiced by modern professional mediums.

O'Mahony, Rev. D.

Great French sermons from Bossuet, Bourdaloue and Massillon. Second ser. 14+364 p. D St. Louis, Herder \$3 n.

Park, John Edgar

The bad results of good habits, and other lapses. 232 p. D c. '15-'20 Bost., Houghton Mifflin bds. \$1.50 n.

Collection of sketches. *Partial contents:* The bad results of good habits; Life's a jest; In praise of Eve; A trip around my soul; Unorthodox interpretations.

The return of our boys; a tale of great days. 27 p. S c. '19 West Newton, Mass., E. F. Dow [993 Watertown St.] bds. 75 c.; pap. 40 c.

Passages for Greek and Latin repetition; selected by masters of Uppingham School. 87 p. D N. Y., Oxford Univ. limp cl. \$1.15

Pearl, Raymond

The nation's food; a statistical study of a physiological and social problem. 274 p. il. map tabs. diags. O c. Phil., Saunders \$3.50 n.

Petrie, A., comp. and ed.

Poems of South African history, A. D. 1497-1910. 11+138 p. D N. Y., Oxford Univ. limp cl. \$1.60

Nichols, Edward Leamington, and others

Fluorescence of the uranyl salts. 241 p. il. pl. diags. Q (Publication 298) '19 Wash., D. C., Carnegie Inst. pap. \$1

Norris, George William, M.D., and Landis, Henry Robert Munsey, M.D.

Diseases of the chest and the principles of physical diagnosis; with a chapter on the electrocardiograph in heart disease, by Edward B. Krumbhaar. 2d ed., rev. 844 p. il. col. pls. diags. O c. Phil., Saunders \$8 n.

Northern Baptist Convention. General Board of Promotion

The world at the crossroads; a study of the opportunities and needs of the new world movement of Northern Baptists. no paging il. Q [n. d.] N. Y., Northern Bapt. Convention, Gen. Bd. of Promotion, 276 Fifth Ave. pap.

Northern Baptist Convention. National Committee of Northern Baptist Laymen

Survey of the fields and work of the Northern Baptist Convention. [Rev. ed.] 151 p. maps D '19 N. Y., Northern Bapt. Convention, Gen. Bd. of Promotion pap.

Oberuchev, C. M.

Soviets vs. Democracy. 51 p. O '19 c. N. Y., Russian Information Bu. in the U. S., 233 Broadway pap. 35 c.

O'Connell, Daniel T.

Edward Raymond Turner, apostle and apologist of reaction. His widely advertised book, "England and Ireland," proclaimed "impartial, comprehensive

and authoritative," is a mass of misinformation. 14 p. O '19 Wash., D. C., Irish National Bu. pap.

Old Colony Trust Company, Boston

The spirit of America as shown by her great documents, 1620-1920. 99 p. O [c. '20] Bost., Old Colony Trust Co. gratis

Omar Khayyam

The Rubaiyat of Omar Khayyam. 10 p. O c. '20 [San Francisco, Pernaub Pub., 753 Market St.] pap. (priv. pr.)

Oregon. Dept. of Education

A course in physical instruction for the schools of Oregon. 76 p. fold. pl. O '19 Salem, Ore., Ore. Dept. of Educ. pap.

Course of study in music for pupils studying music outside of school. 11 p. O '19 Salem, Ore., Ore. Dept. of Educ. pap.

State manual of the course of study for the elementary grades. 103 p. O '19 Salem, Ore., Ore. Dept. of Educ. pap.

Osler, Sir William

Medicine and nursing. 12 p. D (Essays on vocation) N. Y., Oxford Univ. pap. 25 c. n.

Oxford University

Facilities for advanced study and research. 44 p. D N. Y., Oxford Univ. pap. 45 c.

The Oxford sheet almanack for 1920. F N. Y., Oxford Univ. \$2

Petit, Rev. P. Adolphe

My bark; a souvenir of retreats given; tr. from the French by Marian Lindsay. 2d ed. 8+148 p. D St. Louis, Herder 75 c. n.

Phelps, Edith M., comp.

Selected articles on restriction of immigration. 83 p. D (Abridged debaters' handbook ser.) N. Y., H. W. Wilson Co. pap. 50 c.

Plutarch

Plutarch's Lives; with an English tr. by Bernadotte Perrin. 11 v. v. 8, Sertorius and Eumenes, Phocion and Cato the younger. 9+423 p. S (Loeb classical lib.) '19 N. Y., Putnam \$2.25 n.; leath. \$3 n.

Poe, Edgar Allan

English notes; a rare and unknown work being a reply to Charles Dickens's "American notes"; with critical comments by Joseph Jackson and George H. Sargent. 182 p. O c. N. Y., Lewis M. Thompson, 29 Broadway bds. \$15

Recently discovered satire on Dickens originally published in Boston in 1842.

Pratt, Edward Ewing

Foreign trade; a review of the economics of foreign trade in its relation to the individual trader. 2d ed. 12 v. pls. diagrs. D (Course in foreign trade) [c. '16-'20] N. Y., Business Training Corp., 185 Madison Ave., \$55

Prior, Frederick John

Complete time card and Standard code rule examination; arranged to meet the need of conductors, train baggagemen, brakemen, flagmen, yard conductors, engineers and firemen; one of the series of the Prior system of self educational text and reference books. 200 p. S [c. '20] Milwaukee, Federal Railway Institute, Grand Ave. & 2d St. \$2.50

Rees, David D.

How to punctuate; with an appendix giving rules for capitalizing and spelling. [2d ed.] rev. and enl. 75 p. D c. '03-'20 College View, Neb., Union College Press 75 c.

Rickard, Thomas Arthur

Technical writing. 6+178 p. D N. Y., Wiley \$1.50 n.

Ritchie, Anne Isabella Thackeray, Lady [Mrs. Richmond Ritchie]

From friend to friend; ed. by her sister-in-law, Miss Emily Ritchie. 169 p. por. D N. Y., Dutton \$2.50 n.

Collection of sketches and reminiscences. *Partial contents:* From friend to friend; Mrs. Sartoris, 1814-1879; Mrs. Kemble, 1809-1893; A Roman Christmas-tide; In a French village.

Robertson, James

Dictionary for computing international commercial quotations; to translate units of value from one currency, weight and measure direct into another, including exchange. v. 2. British and North and South American standards. 10+218 p. Q N. Y., Oxford Univ. \$38

Robinson, Edwin Arlington

Lancelot; a poem. 184 p. S c. N. Y., Seltzer \$1.75

Author uses the Arthurian legend as a vehicle for the poetic interpretation of present-day problems.

Robinson, Gertrude

In a mediaeval library; a study in pre-Reformation religious literature. 10+243 p. D St. Louis, Herder \$1.50 n.

Robinson, Gordon D., and Holland, Paul L.

Modern theory and practice in radio communication; a text book prepared for the use of midshipmen at the United States Naval Academy. 252 p. il. diagrs. D c. Annapolis, Md., U. S. Naval Institute \$2.25

Rolt-Wheeler, Francis William

The boys' book of the world war. 530 p. il. D c. Bost., Lothrop, L. & S. \$2.50 n.

Rowe, John Gabriel

Historic struggles for the faith. 196 p. D St. Louis, Herder \$1.30 n.

Saunders, Charles Francis

Useful wild plants of the United States and Canada; il. by photographs, and by numerous line drawings by Lucy Hamilton Aring. 275 p. pls. O c. N. Y., McBride \$3 n.

Study of wild plants that are useful as foods, beverages, and for other purposes, together with Indian lore regarding them.

Schmit, Hubert [Jacques Boria, pseud.]

Notre pauvre cœur; couverture par Geneviève Stump; vignettes par Anthony Stuffers. 52 numb. l. il. O '19 c. '20 Chic., R. F. Seymour bds. \$1.50

Schouppe, Rev. Francis Xavier

Pulpit themes; ed. by P. A. Beecher. 2d ed. 12+586 p. D St. Louis, Herder \$2.75 n.

Sheldon, Henry Clay

Pantheistic dilemmas, and other essays in philosophy and religion. 358 p. D [c. '20] N. Y. and Cin., Meth. Bk. Concern \$2.50 n.

Partial contents: Pantheistic dilemmas; A study in the philosophy styled pragmatism; John Henry Newman as Roman Catholic apologist; Bahaim historic ally and critically considered.

Progressive (The) Farmer

How to succeed with hogs in the southern states. Birmingham, Ala., The Progressive Farmer, 1700 Fourth Ave. with subs. to The Progressive Farmer \$1

Rand School of Social Science, New York

The case of the Rand school. 20 p. O '19 N. Y., Rand School of Social Science pap.

Ross, James H., and Heath, Noel B., comps.

History of Company E, 35th infantry A. E. F. 97 p. il. pors. O [c. '19] [Omaha, Neb., Heath &

Ross., 2240 London Court. pap. \$6

Royal Society of Literature of the United Kingdom

Transactions and report. 2d ser., v. 37. 202+94 p. O N. Y., Oxford Univ. \$3.15

Sheard, Charles

Dynamic skiametry and methods of testing the accommodation and convergence of the eyes; being an essay contributed to the American encyclopedia of ophthalmology. 4+108 p. il. diagrs. O c. Chic., Cleveland Press, 328 W. Kenzie St. \$2.50

Shirras, George Findlay

Indian finance and banking. 12+495 p. il. O N. Y., Macmillan \$6.50 n.

Sieveking, Capt. L. de G.

Dressing gowns and glue; with il. by John Nash; with an introd. about the verses by G. K. Chesterton; and an introd. about the drawings by Max Beerbohm; and something about all concerned by Cecil Palmer; ed. by Paul Nash. 63 p. O [n. d.] N. Y., Harcourt, B. & H. bds. \$1 n.

Nonsense verses accompanied by humorous drawings.

Siringo, Charles A.

A Lone Star cowboy; being fifty years experience in the saddle as cowboy, detective and New Mexico ranger, on every cow trail in the woolly old West. 290 p. il. por. facsm. O '19 c. Santa Fe, N. M., C. A. Siringo \$1.25

Skinner, Ada Maria, and Skinner, Eleanor Louise, comps.

The garnet story book; tales of cheer both old and new, 3+290 p. col. front. D (Jewel ser.) N. Y., Duffield \$1.75 n.

Stein, Milton Frederick

Water purification plants and their operation. 2d ed., rev. 8+258 p. figs. charts O N. Y., Wiley \$3 n.

Sterzinger, J. V.

Pocket dictionary of the Bohemian-German and German-Bohemian languages. 2 v. in 1. 3d ed. 882 p. D Milwaukee, C. N. Caspar Co. bds. \$1.50 n.

Straton, John Roach, D. D.

The menace of immorality in church and state; messages of wrath and judgment. 253 p. pls. D [c. '20] N. Y., Doran \$1.75 n.

Arraignment of wordliness in the churches and of the sins of modern society. Author is pastor, Calvary Baptist Church, New York City.

Tarbell, Ida Minerva

In Lincoln's chair. 55 p. D c. N. Y., Macmillan \$1 n.

Interpretative study of Lincoln put into story form.

Thomas, Franklin A.

Soul science; the proof of life after death. 287 p. D c. Bost. [F. A. Thomas, 20 Bickerstaff St.] \$3

Attempts to prove the truth of spiritualism.

Thomas, George Clifford

The practical book of outdoor rose growing. 5th ed. 189 p. O Phil., Lippincott Garden ed. \$3; De luxe ed. \$7.50

Thomson, H. Hyslop, M. D.

Tuberculosis and public health. 11+104 p. N. Y., Longmans bds. \$1.75 n.

Tipray, J.

Hungarian-German and German-Hungarian dictionary. 2 v. in 1. 583 p. D Milwaukee, C. N. Caspar Co. bds. \$3 n.

Trevelyan, George Macaulay

Englishmen and Italians; some aspects of their relations past and present. 20 p. O (British Academy. Annual Italian lecture) N. Y., Oxford Univ. 90 c.

Vega, Baron von

Logarithmic tables of numbers and trigonometrical functions; tr. from the fortieth or Dr. Bremiker's, thoroughly rev. and enl. ed. by W. L. F. Fischer. 28+375 p. O N. Y., Lemcke & Buechner \$1.50

Smith, George Bancroft

Timothy and red clover [versel]. 24 p. O '19 c. Dayton, O., Stillwater Press pap. (priv. pr.)

Snow, William Freeman, M.D., and Storey, Thomas Andrew, M.D.

Experimental medicine and the venereal diseases. 18 p. O [c. '20] N. Y., Am. Social Hygiene Assn. pap. 10 c.

Starrett, Vincent

The escape of Alice; a Christmas fantasy. 28 p. O '19 c. Cedar Rapids, Ia., Torch Press (priv. pr.)

Stone, Henry Lane

"Morgan's men;" a narrative of personal experiences; delivered before George B. Eastin camp, no. 803, United Confederate veterans, at the Free public library, Louisville, Ky., April 8, 1919. 36 p. por. O [19] [Louisville, Ky., Westerfield-Bonte Co., 815 W. Market St.] pap. gratis

Takamine, T.

The Stark effect for metals. 19 p. pls. O (Contributions from the Mount Wilson Solar Observatory, no. 169) [19] Wash., D. C., Carnegie Inst. of Wash. pap. 25 c.

Thomas, Rolla L.

The eclectic practice of medicine. 3d ed. 1033 p. il. col. pls. diagrs. O c. Cin., J. K. Scudder, 630 W. 6th St. \$6 n.

U. S. Bureau of Education

The public school system of Memphis, Tennessee. pt. 2, The elementary schools; The high schools.

191 p. tabs. O (Bulletin, 1919, no. 50) Wash., D. C., Gov. Pr. Off. pap. Supt. of doc. 20 c.

U. S. Bureau of the Census

Religious bodies, 1916. pt. 1, Summary and general tables. pt. 2, Separate denominations; history, description and statistics. 2 v. 593; 727 p. tabs. Q '19 Wash., D. C., Gov. Pr. Off. Supt. of doc. v. 1, \$1.30; v. 2, \$1.25

U. S. Engineers. 101st Regt., Co. E.

The story of "E" company, 101st engineers, 26th division; a record of their service from May-1917 to April-1919, comp. by members of the company. 152 p. il. pl. por. Q '19 c. Bost., U. S. Engineers, 101st Regt., Co. E. bds. \$3 n. (priv. pr.)

U. S. Federal Farm Loan Bureau

The farm loan primer. [Rev. ed.] 13 p. O (Circular 5) '19 Wash., D. C., Gov. Pr. Off.

U. S. Militia Bureau

Information and instructions relating to the organization of National guard units. 11 p. D Wash., D. C., Gov. Pr. Off.

U. S. War Department

Coast artillery drill regulations, United States army. 1914, cor. to June 15, 1917 (changes no. 1 to 6) (Changes no. 7 bound in back). 230 p. fold. diagrs. O '19 Wash., D. C., Gov. Pr. Off.

Infantry drill regulations (provisional) 1919 [New ed.] 222 p. il. diagrs. T Wash., D. C., U. S. Infantry Assn., Union Trust Bldg. 75 c.

Wallace, Wilfrid

Sermons for the Christian year. 2d ed. 3 v. 22+1230 p. D St. Louis, Herder \$4 n.

Ward, Sir A. W.

Shakespeare and the makers of Virginia. 47 p. O (British Academy. Annual Shakespeare lecture, 1919) N. Y., Oxford Univ. \$1.80

Ward, Mary Augusta Arnold [Mrs. Humphry Ward]

Harvest; front. in col. by Allan Gilbert. 355 p. D '20 c. '19 N. Y., Dodd, Mead \$2 n.

Story of the English countryside having as its heroine a woman farmer of thirty whose early marriage which had turned out tragically casts its shadow on her later life.

Waugh, Alec

The loom of youth; with preface by Thomas Seccombe. 350 p. D [n. d.] N. Y., Doran \$1.90 n.

Novel written by a boy of seventeen pointing out the false standards of popular education.

Webb, Sidney, and Webb, Beatrice Potter [Mrs. Sidney Webb]

The history of trade unionism. (Rev. ed., extended to 1920). 18+784 p. O N. Y., Longmans \$7.50 n.

Webber, A. Bernard

Apt illustrations for public addresses; especially designed for the use of ministers, students, Sunday-school teachers and public speakers. 225 p. D [c. '20] N. Y., Doran \$1.50 n.

Collection of stories and incidents to be used as illustrations in public speaking.

Weigle, Luther Allan

Talks to Sunday-school teachers. 188 p. D [c. '20] N. Y., Doran \$1.25 n.

Suggestions concerning child psychology and teaching methods. Supplements author's earlier book, "The Pupil and the Teacher."

Wells, Herbert George

Love and Mr. Lewisham; the story of a very young couple. [New ed.] 4+323 p. D [c. '99] N. Y., Doran \$1.90 n.

Westervelt, G. C., and others

The triumph of the N. C.'s. 10+308 p. il. pls. O c. Garden City, N. Y., Doubleday, Page \$3 n.

Story of the flight of the N. C.'s told by the men who planned and accomplished it.

Whitehouse, John Howard, ed.

John Ruskin; letters written on the occasion of the centenary of his birth. 30 p. por. O N. Y., Oxford Univ. \$2.50 n.

Williams, Ben Ames

The great accident. 403 p. D c. '19-'20 N. Y., Macmillan \$2 n.

Story of political life centering about a contest between a young man elected to office in an Ohio town who attempts to enforce prohibition and the politicians who attempt to "break" him.

Williams, J. Herbert

Inspiration. 16+232 p. D St. Louis, Herder \$2 n.

Williamson, Charles Norris, and Williamson, Alice Muriel Livingston [Mrs. Charles Norris Williamson]

The second latchkey; front. [in col.] by Rolph Tandler. 6+357 p. D c. Garden City, N. Y., Doubleday, Page \$1.60 n.

Romance of an English girl and an adventuring American millionaire.

Winckel, W. F. A.

Leven en arbeid van Dr. A. Kuyper (Life and work of Dr. A. Kuyper). 326 p. O '19 Grand Rapids, Mich., Eerdmans-Sevensma Co. \$4

Wood, Leonard

Leonard Wood on national issues; the many-sided mind of a great executive shown by his public utterances; comp. by Evan J. David; with a foreword by Edward S. Van Zile. 20+140 p. por. D c. Garden City, N. Y., Doubleday, Page pap. Price \$1.25

Yersin, Marie, and Yersin, Jeanne

How to speak French like the French; idioms and current expressions of the French language; together with a list of French proverbs. 8+271 p. D c. Phil., Lippincott \$2 n.

Wakeman, Nellie Antoinette

Pigments of flowering plants. 146 p. diags. O (Univ. of Wis. bull.) '19 Madison, Wis., Univ. of Wis. pap. 35 c. n.

Washington, D. C. Public Library

Contemporary American painters; references to literature in books and periodicals on many of the exhibitors at the Seventh exhibition of contemporary American oil paintings, Corcoran gallery of art December, 1919, and January, 1920. 19 p. T (Reference list 15) '19 Wash., D. C., Pub. Lib. gratis

Weller, Charles Frederick

Summer "stunts;" 22 suggestions for joyous inexpensive community service activities. 11 p. O [n. d.] N. Y., Playground and Recreation Assn. of Am. pap. 20 c.

Westfield historical calendar, 1669-1920. 62 p. il. O [c. '19] [Westfield, Mass., Westfield Times Co.] \$1

Wireless Specialty Apparatus Company

Radio telegraph and telephone equipment; designed for commercial ship and shore stations, military installations, pleasure yachts and cruiser auxiliaries, schools and colleges, privately-owned research and experimental stations. 83 p. il. por. chart Q [c. '19] Bost., Wireless Specialty Apparatus Co., C & Fargo Sts. pap.

Woodburne, Angus Stewart

The relation between religion and science; a biological approach. 7+103 p. (7 p. bibl.) O [c. '20] Chic., Univ. of Chic. pap. 75 c. n.

Workman, James Minor

Construction and fire protection of cotton warehouses. 79 p. pls. (part fold.) plans (part fold.) O (U. S. Dept. of Agric. bull. 801) '19 Wash., D. C., Gov. Pr. Off. Supt. of doc. 50 c.

RARE BOOKS, AUTOGRAPHS AND PRINTS

Auction Calendar

Thursday afternoon, April 29, at 2:30

(No. 1494, Items 366.) California and the Far West, books, pamphlets and broadsides. (Part 2.) The Anderson Galleries.

Monday and Tuesday afternoons and evenings and Wednesday afternoon, April 26, 27, 28, at 2:30 and 8:15

(No. 1493, Items 1228.) The library of the late Buxton Forman. (Part 2.) The Anderson Galleries.

Wednesday afternoon, April 21, at 2:30

(No. 1256, Items 618.) Autograph letters and literary and historical manuscripts. Stan. V. Henkels, Philadelphia.

Wednesday, Thursday, Friday and Saturday, April 28, 29, 30, and May 1

(Items 1789.) Early English and later literature, mainly in first editions. The library of the late Edwin B. Holden. The American Art Association.

Catalogs Recieved

Biographies, Autobiographies, Diaries, Journals and Correspondence

(No. 400, Items 1638.) Francis Edwards, 83 High Street, London.

Choice and Rare Books in Fine Bindings

(Items 1886.) The Book Corner, Fifth Avenue, New York.

Early American Periodicals, Single Issues and Complete Files

(No. 51.) Augustus W. Dellquest, Augusta, Ga.

English Literature of the Nineteenth and Twentieth Century

(Part 1, A-K.) (No. 389, Items 1222.) Maggs Brothers, New Bond Street, London.

Scotland, Angling and Ornithology

(No. 185, Items 939. James Thin, South Bridge, Edinburgh.

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The "American Book Prices Current" will be published April 26.

Charles J. Sawyer, the well known London rare book dealer, is making another extended business trip in this country and brings with him a fine selection of literary treasures.

Part I. of the purchases in London and Paris, of the late George D. Smith, is being cataloged by the Anderson Galleries and will be sold by order of his estate. The date of the sale will be announced soon. This consignment comes direct from the custom house to the auction room.

The English dealers are complaining of the "disgraceful" state of the American mail service. Even first class mail frequently takes a month to reach London from New York and numerous cases are cited in proof. Newspapers, magazines and catalogs fail entirely to reach their English destination. The demoralization seems to have continued unchanged since the United States entered the Great War.

The Book Corner, 251 Fifth Avenue, which has always made a specialty of fine sets, and was one of the largest purchasers at the recent sale of the library of Colonel Jacob Ruppert's library, held an interesting exhibition of finely bound sets during this week. Few window displays on Fifth Avenue this season have been more attractive.

The New York Public Library *Bulletin* contains an interesting account of "A King's Books," being a description of a volume of the British Naval Lists in which William Henry, Duke of Clarence, afterwards William IV, had made copious annotations on the character of the officers. The New York Public Library has eighty volumes of these lists from 1715 to 1817. These volumes belonged to the Sailor King, and many have his autograph signature.

In the series of illustrated bookplate monographs, issued by Alfred Fowler, of Kansas City, Mo., secretary of the American Bookplate Society, the latest issue is "Bookplates by Henry J. Stock, R.I.," the publication being uniform in format with other publications of the Bookplate Brochure Series. The text is by James Guthrie, the well known English writer on bookplates, and beside a chronological list of designs there are nine illustrations, one of them in color.

The auction season will continue well into June in this country. Several important collections still remain to be sold. In England there seems to be a steady flow of rarities to the auction room and the season, it is said, will be a late one. The English auction houses are using a good deal of skill in

RARE BOOKS, AUTOGRAPHS AND PRINTS

handling these consignments. There seems to be no disposition to rush sales faster than collectors and dealers can take care of them.

The coming Holden sale at the American Art Galleries seems to be awakening a great deal of interest, and the exhibition is sure to add greatly to it. Nearly all of the collections of the early group of Grolier Club collectors have now been dispersed. Collectors who have been fortunate enough to obtain books from the Hoe, Chew, Avery and Andrews libraries will now be interested in the Holden rarities. There are many Grolier Club members who are interested, too. The sale should be one of the most successful of the season.

There is an interesting exhibition of prints at the Pratt Institute Library, in Brooklyn, arranged by the American Federation of Arts, with the idea of providing desirable pictures for every kind of home and showing what good things may be had for moderate prices. The exhibition is only one of many activities carried on by the Federation, which has lasted thru one decade of usefulness. It has sent out traveling exhibitions, illustrated circulating lectures, published the monthly *American Magazine of Art*, also the "American Art Annual" which is an encyclopedia of the art field, holds a national convention at which delegates from all parts of the United States meet, and recently has undertaken a national campaign for worthy war memorials.

The second part of a collection concerning "California and the Far West" consisting of books, pamphlets and broadsides, will be sold at the Anderson Galleries, April 29. The first part was sold in February and the high prices realized were somewhat of a surprise. The period and territory represented by this collection is one of the most fascinating in the history of the New World. The conquest and acquisition of this far western country, the discovery of gold, the great overland march across the plains, the steady-up-building and development of great states were swift marching events that grow in interest as time passes. Much of the material of this collection is rare, some never having appeared in book sales before.

The second part of the sale of the library of the late H. Buxton Forman, English author and editor, will be sold at the Anderson Galleries April 26 and 27. This part altho less valuable than the first part is of great interest. There still remain some very rare books and manuscripts of Blake, Elizabeth Barrett and Robert Browning, Keats and Shelley, and Leigh Hunt, which will interest collectors. A long list of authors are represented by more or less complete collections of first editions. Among them are Matthew Arnold, Alfred Austin, Robert Bridges, Robert Browning, Lord Byron, Lewis Carroll, S. T. Coleridge,

Austin Dobson, George Eliot, Richard Garnet, William Godwin, Edmund Gosse, Thomas Hardy, William Hazlitt, Thomas Hood, R. H. Horne, Victor Hugo, Rudyard Kipling, Walter Savage Landor, Frederick Locker-Lampson, George Meredith, Thomas Moore, William Morris, Coventry Patmore, John Payne, Thomas Love Peacock, Stephen Phillips, Christina G. and Dante G. Rossetti, John Ruskin, Robert Louis Stevenson, A. C. Swinburne, Lord Tennyson, Edmund Waller, Walt Whitman, William Watson, H. G. Wells, William Wordsworth and a score, or more, of others. There still remain many rare items, books of association interest and valuable manuscripts. The wisdom of putting the rarest of the items in the first part and those of secondary value in the second part will doubtless be apparent when the sale is completed. The interest already created in the Forman collection will go a long way to make the sale of this part a success.

The sale of finely bound library editions of American, English and French authors from the library of Colonel Jacob Ruppert, sold at the American Art Galleries, April 14, shows that at last there is a fair market for those high-priced subscription editions. For almost a decade, practically ever since they began to appear in the auction room, they have realized only a small part of their original cost. This sale is one of the most successful that has ever been held exclusively of this kind of material. The entire collection of 175 sets brought \$54,455 which was much more than was generally looked forward to. All of the sets sold well, but, considering their cost, those of the Riverside Press and Charles Scribner's Sons brought the most satisfactory prices. A few of the items will show the general trend: Barrie's "Novels," 12 vols., levant, New York, 1912, Author's edition, \$330; Burke's "Writings and Speeches," 12 vols., levant, New York, 1901, Beaconsfield edition, \$390; Burrough's "Writings," 19 vols., levant, Boston, 1904-1916, Autograph edition, \$420; Carlyle's "Works," 30 vols., levant, London, 1896-1899, large paper centenary edition, \$410; Cooper's "Complete Works," 32 vols., levant, New York, n. d., \$580; Dumas's "Romances," 60 vols., levant, Boston, 1893-1898, library edition, \$750; Fiske's "Writings," 24 vols., levant, Cambridge, 1902, edition de luxe, \$500; Bret Harte's "Writings," 21 vols., three-quarters levant, Boston, 1896-1914, Autograph edition, \$800; Hawthorne's "Complete Writings," 24 vols., levant, Boston, 1900-1905, large paper edition, \$740; Ibsen's "Works," 16 vols., levant, New York, 1911-1912, Viking edition, \$390; Irving's "Works," 40 vols., levant, New York, 1895-1897, Author's Autograph edition, \$520; Kipling's "Writings," 24 vols., levant, Garden City, 1914-1917, Seven Seas edition, \$530; Stevenson's "Works," 25 vols., London, 1906-1910, Pentland edition, \$520.

F. M. H.

The Publishers' Weekly

62 West 45th Street, New York

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Quarter page	12.50
Eighth page	6.50
One-sixteenth page	3.50

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Advertising copy must reach us Monday noon—earlier if proof is desired out-of-town. Forms close Wednesday night.

Under the headings of "BOOKS WANTED" and "BOOKS FOR SALE" subscribers are charged 15c a line (no charge for address); non-subscribers 20c a line, address extra. Bills for this service will be rendered monthly. Objectionable books are excluded as far as they are noted.

In answering, please state edition, condition and price, including postage or express charges. Houses that will deal exclusively on a cash-on-delivery basis should put [Cash] after their firm name. The appearance of advertisements in this column, or elsewhere in the WEEKLY does not furnish a guarantee of credit. While it endeavors to safeguard its columns by withholding the privileges of advertising should occasion arise, booksellers should take usual precautions in extending credit.

Write your wants plainly, on one side of the sheet only. Illegible "wants" are ignored. The WEEKLY is not responsible for errors. Parties with whom there is no account must pay in advance.

Under "HELP WANTED" or for other small undisplayed advertisements, the charge is 20 cents a nonpareil line. No reduction for repeated matter. Count seven words to the line.

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Reaching the Buyers of Business Books

On May 1st, we shall publish the first issue of a new trade builder, BOOKS ON BUSINESS. It will be a 40-page booklet of decidedly new form and with attractive cover and typography. It will be run with dealers' imprints and with no address of our own.

The text is being organized by a special editor, an expert on business books, and will consist of careful descriptive notes on the best books of the last six months, classified by subject, and fuller lists to cover special fields of business books which will include all the leading books in that field, new or old. Other features will be added to make it a bookseller's organ that will definitely build business. A limited amount of advertising space will be sold to those publishers who specialize in this field.

All bookstores are reporting an active progress in their business book sales, and there have been many demands for a catalog of this sort that would help the dealer keep this field active. There will be other issues of this booklet in October and January, and thereafter every four months. The May issue will be limited to fifty thousand copies, and in addition to imprint will be sold at \$12.00 per thousand, \$7.00 for 500, \$3.00 for 100.

THE WEEKLY BOOK EXCHANGE

Books Wanted and For Sale

BOOKS WANTED

James Adair, 626 Hennepin Ave., Minneapolis, Minn.
History of Beltrami Travels, in Minnesota, by Count Beltrami.

J. N. Adam & Co., Buffalo, N. Y.
Swedish Life in Town & Country, Putnam edition.
Jurgen, by James Cabel, McBride Company.

"Adkins" care of Publishers' Weekly
American book auction catalogues, will buy in large quantities if issued before 1895, also later ones. Have some for exchange.

The American Geographical Society, Broadway at 156th St., New York.

Geographical Reviews for June and July 1916 and June 1917. Also Bulletins for 1910, parts 2, 8, 12; 1911, part 7; 1913, parts 1, 2, 3, 4, 5, 7, 8; 1914, part 1.

John R. Anderson Co., 31 West 15th St., New York
McMaster's U. S., 6, 7 and 8.

Bailey's Book Store, Vanderbilt Square, Syracuse, N. Y.

Being Done Good, Lent.

William M. Bains, 1213-15 Market St., Philadelphia
Tynan's Middle Years.
Tynan's Twenty-five Years' Reminiscences.
Complete set of The American Stud. Book.

James R. Barrie, 217 Broadway, New York
Pepy's Diary, publ. by C. T. Brainard, copyrighted by Macmillan 1895.

The Beacon Book Shop, 64 West 40th St., New York
Hilty, Happiness, any edition.
Weale, Indiscreet Letters from Peking, 1907 edition.
The Wanderer on a Thousand Hills, Lane.

The Bell Book & Stationery Co., Inc., 914 East Main St., Richmond, Va.

Wanderings of a Vagabond, edited by Morris, 1873.
Ewing, Northern Rebellion and Southern Secession.
Blavatsky, The Secret Doctrine.
Batterbsy, Avenging Hour.
Wilson's Bunker Bean.
Journals of the Va. Convention, 1850-51, 1788 & 1861.
Hearn's Theory of Legal Duties and Rights.
Herkless, Lectures on Jurisprudence.
Lightwood, The Nature of Positive Law.
Lloy, Philosophy of Right (Hastie's Trans.).
Savigny, Jural Relations (Rattigan Trans.).
Savigny, On the Vocation of Our Age for Legislation and Jurisprudence (Haywood's Trans.).
Carter's English Legal Institution.

C. P. Bensinger Code Book Co., 13 Whitehall St., New York

Meyers 30th Edition Cotton Code.
A B C 5th A1 Telegraph Code.
Liebers Standard Code.
Pocket Edition Western Union, Universal.
Kellys, Thomas Directories.
Any American-Foreign Language Code.

Benziger Brothers, 36-38 Barclay St., New York
Devivier Sasia, Christian Apologetics, 2 volumes.

The Book Corner, 251 Fifth Ave., New York City
McGuffey's Speaker, 1860.
Lyrics from the Chinese by Helen Waddell.
Swinton's Outlines of World History.
Indian Lover Lyrics.
Mystic Dream Book.
Religion and Life, Published in Boston by Sherman Finch & Co., 1909.
Three Years in a Man Trap, by T. S. Arthur.
Blackwell's Character Analysis, 7 books.
Physiognomy by Fowler and Wells, next to last ed.
Phil May's Sketch Book.

The Book Corner—Continued

Gabel's Report on Santo Domingo.
Houseboats and Houseboating.
Maling's Tobacco Trade and Cultivation of the District of Cavalla, Technologist, London.
The Boss of Little Arcady, H. L. Wilson.
The Russian Ballet, A. E. Johnson.
New England Primers.
Mrs. Craddock by W. Somerset Maugham.
Landscape Gardening in Japan, 2 vols., Josiah Conder.
Old West Surrey, Gertrude Jekyll, Longmans Green, 1904.
Fellow Genealogy.
Hoyt Genealogy.
Books on Welding.
Books on Brazing.
Books on Soldering.
Reprint Shepard's Calendar.
Watson's Independent Fifth Reader.
Gunot Physics.
Boccaccio.
Costigliani.
The World as Will, Schopenhauer.
La Rochefonald.
Contraband, Robert Parish.
Immortal Flame, Peterson, publ. by Harper.
The Girl in the Mirror, Elizabeth Jordan.
Day's Collaçon of Prose Quotations, Edward Parsons Day, 1848, publ. by International Printing and Pub. Co., Office 252 Broadway.
Dutch and Flemish Furniture, Ester Singleton, publ. by McClure, 1907.
William Wetmore Story and His Friends, Henry James.
Fredet's History of the World.
Haydn's Dictionary Dates.
Paul Kelvar, Jerome K. Jerome, Dood Mead & Co.
Ten Prominent Men of Pennsylvania.
Gentle Art of Making Enemies.
Science of Accounts, C. P. Bently, C. P. A.
Outcast, Davis.
Dumas, 18 vols.
Crowds.
Grey's Anatomy and Physiology.
Cunningham's Anatomy and Physiology.
Easy Mathematics, Sir Oliver Lodge.
Mathematics, E.W. Ganett.
Puzzle Trick Arithmetic.
Puzzles Old and New, F. Warner, 1893.

The Book House, 17 North State, Chicago

Mathers, Kabala denudata.
Moore, Story Teller's Holiday.
Wallace, Fair God, first edition.
Whitman, Song of the Redwood Tree, first edition.

Charles L. Bowman & Co., 225 Fifth Ave., New York
World Almanac, 1920 edition, cloth binding.

Leroy S. Boyd, 15 7th St., N. E., Washington, D. C.
Songs, music and plays by Justus H. or J. Harry Rathbone.

Brandt & Kirkpatrick, 101 Park Ave., New York
Kempton-Wace Letters, Jack London and Anna Struinsky.

Brentano's, Fifth Ave. and 27th St., New York City
Benson's Etchings, vol. 1.
Guicciardini's History of Italian Wars.
Pilgrim's Progress, illustrated by Cruikshank.
Hobson's Chinese Porcelain.
Big Game of Asia and North America.
Italian Gardens, Latham, 2 vol. edition.
The American Jew, Madison Peters.
The Genesis of Hamlet, New York, 1907, Charlton M. Lewis.
System of Shakespeare's Dramas, D. T. Snider, St. Louis, 1877.
Shakespeare as a Lawyer, Boston, 1883, 8vo., H. W. Franklin Fishe.
Shakespeare and his Critics, C. F. Johnson, Boston, 1909, 8vo.

BOOKS WANTED—Continued

Brentano's—Continued

Complete Set of New York Shakespeare Society Papers.
 Autograph of William Shakespeare, G. Wise, Philadelphia, 1869.
 A New Study of the Sonnets of Shakespeare, New York, Putnam's, 1900.
 Catalogue of the Exhibition of Shakespeariana, H. C. Barlett.
 Pickering, Genealogical Data Respecting John Pickering of Portsmouth, N. H., and His Descendants, Boston, 1884.
 Supplement to Genealogical Data, by Robert Henry Eddy, Boston, 1884.
 The White Tiger, H. M. Rideout, First edition.
 Boccaccio's Decameron, translated by Riggs, Bullen of London, publisher.
 Leather Industries, Proctor.
 Principles of Leather Manufacture, Proctor.
 The Life of Turgot, 1787.
 Historical Sketch of the Progress of the Human Mind, 1795.
 Queen of the County, Clay.
 Wood Finishing, Staining, Varnishing, Polishing.
 Ghost Kings.
 Queen of Sheba's Ring.
 Genius and Degeneration, Hirsch.
 Some Philosophies of the Hermetus, Alliance Publishing Co.
 Our Sentimental Garden, Castle.
 Philosophy and Political Economy in Their Historical Relation, Bauar.
 The Relation of Alimentation and Disease, Salisbury.
 True Republicanism, Stearns.
 Devonshire Boys.
 Capt. Hawk of the Centiped.
 Prose Tales, Pushkin.
 Marie, A Story of Russian Love, Pushkin.
 Shallow Soil, Hansen.
 Hunger, Hansen.
 Peacock Pie, de la Mare.
 Life of Oscar Wilde, Sherard.
 At the Moorings, Carey.
 Victor's Laurel, Crake.
 Seven Dreamers, Slosson.
 Thanatophidia of India, 1872, Fayter.
 Long Letters to Dead Authors, Lane.
 For Lovers and Others, White.
 Ayesha, Haggard.
 Happy Hawkins in the Panhandall.
 Serbia, Its People and Aspirations, Petrovitch.
 Judo (improved jiu-jitsu), Yokoyama.
 Romance of the Charter Oak, Seton.
 Story of Cupid and Psyche, Russell ed., Pater.
 Life of Abraham Lincoln, 1st vol., Nicolay & Hay.
 Light from the Ancient East (trans. Strachan), Deissman.
 Two New Worlds, d'Albe.
 Cradle of the Deep, Treves.
 Red Room, Strindberg.
 Climbs and Explorations in the Canadian Rockies, Stutfield & Collic.
 Democracy in America, Toqueville.
 Psychoanalysis.
 Four in the Family, Summerwell.
 Working Glossary for Theosophical Students, 1 or 2.
 Any book on Julie de Lespinasse.
 The Castle of Many Mirrors, Dunn.
 St. Paul, Meyers.
 St. John, Meyers.
 Neutrals Landorf, Verne.
 Care and Feeding of Children, Chapin.
 Orphan, Mulford.
 Curiosities of History.
 Atlantis, Elliott.
 Louis Napoleon and the Genesis of the Second Empire, Cheetham.
 Text Book of Theosophy, cloth, Leadbeater.
 Golden Art of Travel, Murray.
 Adventures of the Younger Son.
 Log of Jack Tar.
 Koloratrones, Klept & Warren.
 Paths of the Heights, Leavitt.
 Seamanship, Alston.
 Light and Water, Pollock.
 Tercentenary History of Canada from Champlain to Laurier, Tracy.

Brentano's—Continued

History of Journalism, Hudson.
 Moral Discourses of Epictetus, trans. Carter.
 The Brick Row Book Shop, Inc., 104 High St., New Haven, Conn.
 The Doukhobors, A Peculiar People, anything relating to the Doukhobors.
 Bridgman's Book Shop, 108 Main St., Northampton, Mass.
 Harvard Classics.
 Albert Britnell, 815 Yonge St., Toronto, Canada [Cash]
 King's Narrative of a Journey to Shores of Arctic Ocean.
 Milton & Cheadle, North West Passage by Land, London, 1865.
 Bigsby's Shoe & Canoe (Travels in Canada), 2 vols., London, 1850.
 Rae's Expedition to the Shores of the Arctic Sea, London, 1850.
 The Brooklyn Museum, Eastern Parkway & Washington Ave., Brooklyn, N. Y.
 Japan Society, N. Y., Bul. 24, 27, 28, 33, 38, 46.
 Radclyffe, Big Game Shooting in Alaska.
 Public Library of Brookline, Brookline, Mass.
 Capturing a Locomotive, William Pittinger.
 Art Anatomy, Rimmer.
 Northwestern France, A. J. C. Hare, E. Abbot.
 Owen, Jones, Grammar of Ornament.
 Bryant & Douglas Book & Stationery Co., 922 Grand Ave., Kansas City, Mo.
 Du Chaillu, In African Forest and Jungle.
 My Siberian Year.

C. A., 450 West 152nd St., New York

History of Western College Journalism, by McClurg, published about 40 years ago.
 Camplon & Company, 1316 Walnut St., Philadelphia
 Redesdale Memoirs, 3 vols.
 Memories, Stephen Coleridge.
 Cradle of the Deep, Treves.
 Life of Cobden, John Morley.
 Any Books by Sir Hugh Clifford.
 Early Dawn, Mrs. Charles.
 The Cripple of Antioch, Mrs. Charles.
 The Martyrs of Spain, Mrs. Charles.
 Georgian Poetry, 1911-1912.
 Club of Queer Trades, Chesterton.
 Ghost of Guier House.
 Smith's Classical Dictionary, 1 vol., 8vo., imported by Appleton.

C. N. Caspar Co., Milwaukee, Wis.

Esterline & Moore, Design of Elect. Machinery.
 Bunyan's Pilgrim's Progress, in German.
 Bancroft's Hist. of U. S., vols. 5 and 10, old ed.

Central Book Co., 93 Nassau St., New York.

Louisiana, Annual, 52 vols.
 Louisiana, Reports, vols. 104-140.
 Republican National Convention, 1908, 1912, 1916.
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George M. Chandler, 75 East Van Buren St., Chicago

Arnold, Literature & Dogma.
 Hamerton, Etching & Etchers, 1st & 3d eds.
 Marshall, Life of Washington, 5 vols.
 Abrahams, Surgeon's Log, 4 copies.
 Ward, Mrs., Miss Bretherton.
 Tomlinson, Sea and Jungle.
 Thayer, Life of Cavour, 2 vols., large 8vo.
 Moulton, Library of Literary Criticism, 8 vols.
 Plunkett, G. W., of Tammany Hall.
 Rivoira, Lombardic Architecture, 2 vols., 1910.
 Jerome, They and I.
 Waterton, Wanderings in South America.
 Peasant Art in Italy, Studio Extra No.
 Mason, Life & Works of Gilbert Stuart.
 Fetis, On the Violin.
 Eggleston, Circuit Rider, 1st ed., 1874.
 Eggleston, Hoosier Schoolmaster, 1st ed., 1871.
 Eggleston, The Graysons, 1st ed., 1888.
 Delano, A., Voyages and Travels, Boston, 1817.

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Coyner, The Lost Trappers, 1st ed.
 Chase, Owen, Loss of the Essex.
 Butler, The Authoress of the Odyssey, 1897.
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 Burton's Translation of Catullus.
 Brandes, Shakespeare, 2 vols.
 Bandello, Villon Society, 6 vols.
 Architectural Review, Oct., 1919.
 Amianus Marcellinus, Bohn Library.
 Adams, A Chapter in Erie.
 Muir, Summer in the Sieras, 1st ed.
 Brandes, Main Currents, 6 vols.
 Roosevelt's Works, Dakota ed., 24 vols.
 Voltaire, Philosophical Dict.
 Winship, Sailors' Narratives, Riverside Press.
 Pennell's Whistler, 2 vols.
 Bullen, Idyls of the Sea.
 Bullen, Men of the Merchant Service.
 Bullen, Call of the Deep.
 Roberts, Time and Thomas Waring.

Chicago Medical Book Company, Congress & Honore
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Wilder, Modern Packing House.

Chicago Public Library, Chicago, Ill.

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 Le Bon, Psychology of People, Macmillan.
 Stockton, Captain's Toll Gate, Appleton, 2 copies.
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Nichols, Francis, Epistles of Erasmus, vol. 1.
 The Book of Knowledge.

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Stevensoniana, published by Mansfield, 1901.
 Peary's Discovery of the Pole.
 Richard Burton's Books.
 Holbrook's Jackson's Eighteen Nineties.
 Speker, Journal Discovery of the Nile, Everymans.
 Beerbohm, More and Again.

The Arthur H. Clark Company, Caxton Building,
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Carnegie End. for Int. Peace, Prel. Econ. Studies
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 burg, Pa.
 Emory, Defence of our Fathers, etc., M. E. Church
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 Strobel, Salzburgers and Descendants.
 Life and Light for Heathen Women, 1870.
 Thackeray, Rose and Ring, 1st Amer. edn.
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 Young, Wife No. 19.
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 Henry, Walter, Events of a Military Life, or Trifles from my Portfolio, Quebec, 1839.
 Irving, Grayon Edition, Life of Washington, vol. 4, vol. 23 of the set.
 Lanman, C., Farthest North.
 MacGill, University Magazine, 1907, Mag. December.
 McFee, Letters from an Ocean Tramp.
 Osborn, L., The Last Mandeville, N. Y., 1870, must contain Matilda of Denmark.
 Roosevelt, President, Winning of the West, 2 vols., Putnams, 1889.
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 Roosevelt, President, Oliver Cromwell, 1901.
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 Roosevelt, President, New York City, A History, 1891.
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 Walters, Confessions of Roxane.

Eau Claire Book & Stationery Company, Eau Claire, Wisconsin

Larned's History for Ready Reference, 7 vols.

Wm. C. Edwards, 137 Clinton Ave., So. Rochester, New York

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Forbes & Wallace, Springfield, Mass.

Cloud Studies, A. Clayden, pub. E. P. Dutton Co.
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The J. K. Gill Co., Portland, Oregon.

Michael and His Lost Angels, Jones,
Forest Rhymes, Sears.

Gittmann's Book Shop, 1225 Main St., Columbia, S. C.

Mansel, Levels of Religious Thought.
Hamilton, Philosophy of the Unconditioned.
Johnson, J. Stoddard, Journal of Dr. Thomas Walker and Col. Christopher Gist, Filson Club Publication No. 13.
Humphreys, Virginia Campaigns of '64 and '65.
Hichens, Flames.
Machen, The House of Souls.

Alfred F. Goldsmith, 42 Lexington Ave., New York

Whitman, Walt, Leaves of Grass, 1867.
Any Books by or about Walt Whitman.
Cabell, James Branch, Eagle's Shadow.

Goodspeed's Book Shop, 5A Park St., Boston Mass.

Alline, Henry, Anything by.
Augusta Co., Va., by Chalkley.
Bartholomew, W. N., Pencil Sketches from Nature, Ca., 1895.
Barthou, L. Mirabeau, N. Y., 1913.
Bennett, Arnold, Old Wives' Tale, 1909, N. Y.
Boigne, A. d'O. Comtesse de, Memoirs, vol. 2, N. Y., 1907-8.
Brown, H. C., Hist. E. Co., 37th U. S. Engineers.
Dell, One Braver Thing.
Dinglow, European, Immigration.
Exeter, N. H., Handbook of, by Brown.
Fairchild, Immigration.
Glenn, Colonial Mansions, vol. 2.
Haskin, God's Melting Pot.
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Kullnick, Rough Rider to President.
Nicholson, Practical Carpentry, revised ed.
North Carolina, Hist. & Gen. Reg. Oct., 1903.
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Olean, N. Y., Hist. of, by Brooks, 1898.
Osler, Aequanimitas.
Plymouth, Mass., Hist. of, by Davis, Phila., 1885.
Putnam Co., N. Y., Hist. of, by Pelletreau.
Sabatine, Sea Hawk, Lipp.
Sanderson, Republican Landmarks.
Sangamon Co., Ill., Settlers of, by Powers.
Scioto Co., O., Hist. of, by Evans.
Sergeant, P. W., Jerome Bonaparte, 1906.
Shaw, Cartoon Hist. of Roosevelt.
South Carolina, Huguenot Soc. Trans., vol. 4 & 8.
State St. Trust Co., Boston, 40 immortals.
Thayer, L. H., Religious conditions in N. H., 1750-1800, Address, Portsmouth, 1908.
Things for Children to Draw.
Warden, House on the Marsh.
Washington Co., N. Y., Hist. of Phila., 1878.
Yellow Book, vol. 2.
Yonge, Heir to Radcliffe.

Genealogies:

Barker, Memorial of Josiah.
Barker, Anniv., Commemoration, 1880.
Barker's, of Plymouth Colony by Newhall.
Bulkeley.
Cutter, New Eng. Families, ser. 2 & 3.
Howland, Arthur, Henry & John.
Humphrey, 1883.
Loveland, 3 vols.
McDonald, Bryan, Early Hist. of an Francisco, 1879.
Marston, N. W. Marston.

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Phelps of America & Eng. Ancestry, 2 vols.
Powers, Walter, and Descend. by Powers, 1884.
Runyon by Runyon, Princeton, 1891.
White, Wm., 1895.
Print Collector's Quarterly, vol. 1.
Cheney, A. C., By the Sea, 1911.
Emerson, Rev. Ralph, Life of Rev. Joseph Emerson.
Young, W. Feet Works, folio, 2nd vol., 1st ed.
Baillie, Origin of Local and Other Names.
Bailey, S., American Naval Biography, 1815.
Baldwin, The Flush Times of Alabama & Miss.
Benson, F. W., Catalogue of Etchings & Drypoints.
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Byrd, The Westover Manuscripts.
Campaigning with Crook.
Cook, The Sot-Weed Factor.
Crapo, Certain Comeovers, 2 vols.
Folsom, Documents in English Archives relating Genealogies:
History of Me., 1858.
Hammat Papers, Ipswich, Mass.
Hampton, N. H., History of, by Dow.
Harris, Sut Lovengood's Yarns.
Hearn, Strange Leaves from Strange Literature, 1st ed.
Hearn, Crime of Sylvester Bonnard, 1st.
Heriot, Geo., Travels through the Canadas, 1807.
Hicks, Rev. W. Wheelock, Ralph, Puritan.
Kimball & Edghill, History of Architecture.
Locke, D. R., Divers Opinions, etc.
Locke, D. R., The Nasby Papers.
MacDonald, Double Story.
McConnel, Western Characters, etc.
Mitchell, S. W., Prince Little Boy & others, 1888.
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Genealogies, Bangs, 1896.
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Browning, Magna Carta Barons and Their Descendants.
Carter, Des. of Samuel and Thomas.
Clark, Ancestry of Gen. Emmons Clark, 1891.
Hathaway, C. F., Tribe Hathaway.
Judd.
Mather, John, Mathre, 1500-1847, etc., 1890.
Prince, Elder John of Hull, Mass., 1888.
Yardly, 1881.

Gotham Book Mart, 128 West 45th St., New York

Pellett, Curiosities of Glass Making.
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Batiffol, Primitive Catholicism.

Walter M. Hill, 23 East Washington St., Chicago

Ashdene Press, Dante, Sir J. Hornsby.
Buckle, H. T., Essays by, N. Y., 1863.
Camp's Notes on Track, 1903.
Cunningham, Nell Gwynn, large paper copy.
Death of Madonna Laura, Luce.
H. Horne's Diversi Colores, Chiswick Pr., 1891.
Jessop's Studies of a Recluse in Cloister, etc., 1893.
Literary Anecdotes of the 19th Century, 2 vols., ed. by Nichols and Wise, 1895-96, London.
Miles' Power of Concentration, Dutton, 1907.
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Old Clocks and Watches and Their Makers, Freder-
rick James Britton, 3d edition, London, Botsford,
1911.
Dictionary of Americanisms.

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Engineering Index, 1917, 1918.

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Journal of American History, Vol. 4, No. 2; Vol. 5,
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Descript, Catalog of Drypoints and Etchings of
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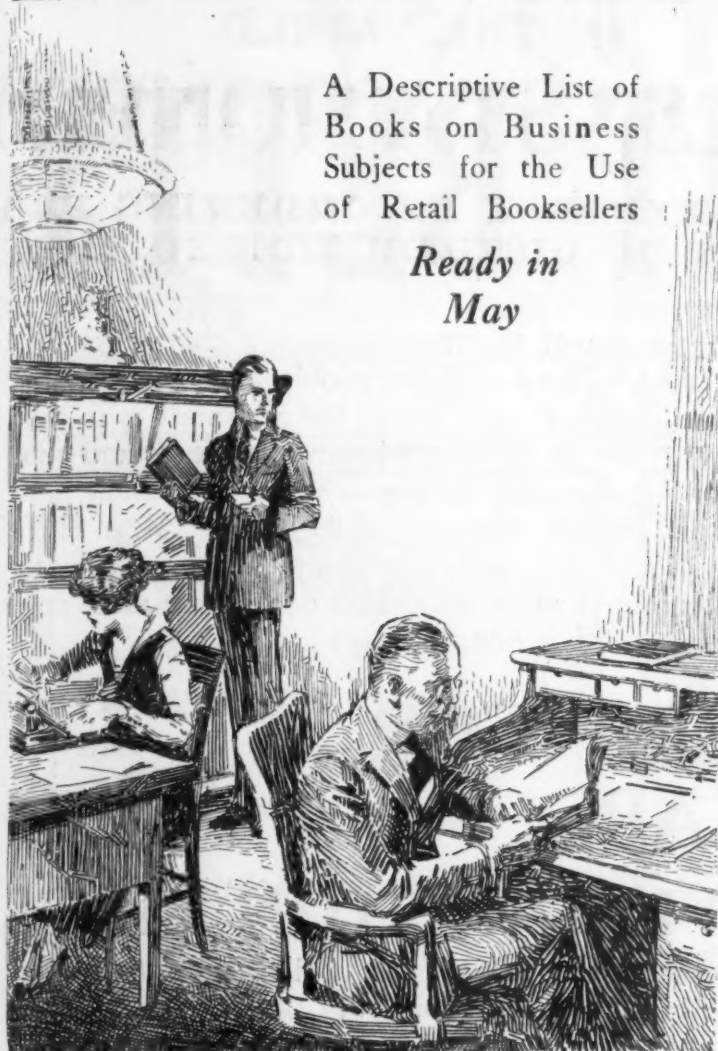
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